

STEP BY STEP

What steps does your company need to take in crafting a plan for digital distribution transformation? While every company is different, it all starts with three key steps:

1

IDENTIFY OBJECTIVES AND DESIRED OUTCOMES



Increased market share?



Growth in premium and policy count?



Gaining a deeper understanding of customers and their needs?

DEVELOP STRATEGY BASED ON OBJECTIVES AND OUTCOMES

2



Support the customer lifecycle, not just the policy



Deliver targeted offers and information at the point of sale



Create greater levels of engagement throughout the customer lifecycle



Owning the customer and meeting all of their insurance needs

3

DETERMINE WHAT STRATEGY LOOKS LIKE IN PRACTICE ACROSS DIGITAL CHANNELS



Technology:
Compatible with existing infrastructure



People:
Licensed insurance specialists with industry knowledge to expand carrier markets and product offerings



Processes:
Integrated framework that spans full range of activities to present consumers with an optimized customer experience.



Markets:
Access to markets and products to grow business.

MOBILE MOTION

Across the industry, investment in mobile technology is increasing. However, this spending is not always producing results.



Customers who have **positive experiences** through the mobile channel⁽¹⁾



1 IN 10

Companies that have **well-deployed** and **widely understood** mobile programs⁽²⁾

ALL ABOUT ANALYTICS

Insurance companies have long been experts at traditional data analytics and many are creating effective strategies to deal with the growing influence of Big Data.



Among digital leaders, **50%** of their interactions with consumers are **personalized**.⁽³⁾



Nearly all new cars by 2020 will have **embedded connectivity**.⁽⁴⁾

CLOUDY WITH A CHANCE OF PROFIT

The cloud is the foundation for enabling digital distribution. Cloud solutions allow companies to increase flexibility, reduce downtime and improve security.

Enterprises with a hybrid cloud strategy.⁽⁵⁾



THE BOTTOM LINE

Digital distribution strategy must be well-defined across a company's key operating areas. Addressing the unique objectives leaders identify, an effective digital strategy will help achieve three key outcomes:

MEETING CONSUMER EXPECTATIONS

Customers expect robust, full-featured digital channels, yet also demand a full array of traditional channels.



1 IN 2

consumers prefer their insurance dealings to be a hybrid of online transactions and personal interactions⁽⁶⁾;



however, only **40%** can start a transaction in one channel and complete it in another.⁽⁷⁾

IMPROVING CUSTOMER EXPERIENCES



Less than **30%** of customers have a positive experience with their providers⁽¹⁾ through the digital channel. Insurers need to flip the script, particularly in an era where digital leaders in other industries are defining customer expectations.

OPTIMIZING OPERATIONS AND OUTCOMES

Digital plays a key role streamlining processes and trimming expenses. A thoughtful digitization program can deliver up to



65% in cost reduction



and a **90%** reduction in turnaround time on key insurance processes.⁽³⁾

The core processes that have characterized insurance for decades — underwriting, sales, pricing, loss control, claims — will continue to be fundamental. But these processes need to be augmented with a well-considered application of digital tools, guided by an effective digital distribution strategy that reflects a company's objectives and desired outcomes.

SOURCES

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