

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:











Growth in premium and policy count?



Gaining a deeper understanding of customers and their needs?

DEVELOP STRATEGY BASED ON OBJECTIVES AND OUTCOMES









Deliver targeted offers and information at the point of sale

DETERMINE WHAT STRATEGY

ACROSS DIGITAL CHANNELS

LOOKS LIKE IN PRACTICE



Create greater levels of engagement throughout the customer lifecycle



customer and meeting all of their insurance needs







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



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.



channel⁽¹⁾



widely understood mobile programs⁽²⁾

Companies that have well-deployed and

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

- ALL ABOUT ANALYTICS

of Big Data.



- CLOUDY WITH A CHANCE OF PROFIT

security.



Enterprises with a hybrid cloud strategy. (5)

82% 74%

The cloud is the foundation for enabling digital distribution. Cloud solutions

allow companies to increase flexibility, reduce downtime and improve

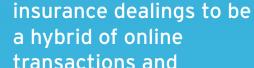


EXPECTATIONS Customers expect robust, full-featured

traditional channels. 1 IN 2

digital channels, yet also

demand a full array of



transactions and personal interactions(6);

consumers prefer their



start a transaction in one channel and complete it in another. (7)

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

OPTIMIZING OPERATIONS AND OUTCOMES Digital plays a key role

streamlining processes

and trimming expenses.

digitization program

can deliver up to

A thoughtful





and a

processes.(3)

expectations. 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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1. World Insurance Report 2015, Capgemini

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