



accenture



INNOVATION IN INSURANCE

5TH CONGRESS OF
THE POLISH INSURANCE ASSOCIATION
SOPOT, 9-10 MAY 2017

WHY INNOVATE IN INSURANCE?

1



TECHNOLOGY

Because we have
the ability...

2



CUSTOMER EXPECTATIONS

...our customers
expect it...

3

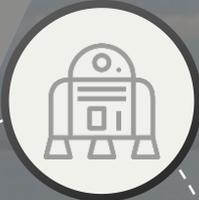


DIGITAL DISRUPTORS

...and what they don't get
from us, they can find
elsewhere

EMERGING AREAS OF INSURANCE INNOVATION

**AI IS THE
NEW UI**



**EVERYDAY
COACH**



**REAL-TIME
PROTECTION**



**EMPOWERING
WORKFORCE**



**VIRTUAL
ADVISOR**



**PLUG & PLAY
INSURER**



**SHARING
IS CARING**



MULTICHANNEL ROADSIDE ASSISTANCE

- Europ Assistance created connected digital ecosystem that significantly reduces waiting time for submitting assistance requests (telephone queues)
- Solution utilize automated chatbots integrated with insurer's back-end system to deliver the final service to customers (and it also involves whole external towing assistance network)
- Virtual assistant is using AI, Automatic Speech Recognition and natural language understanding to create a structured dialogue with customer, who can request roadside assistance services using the Messenger app



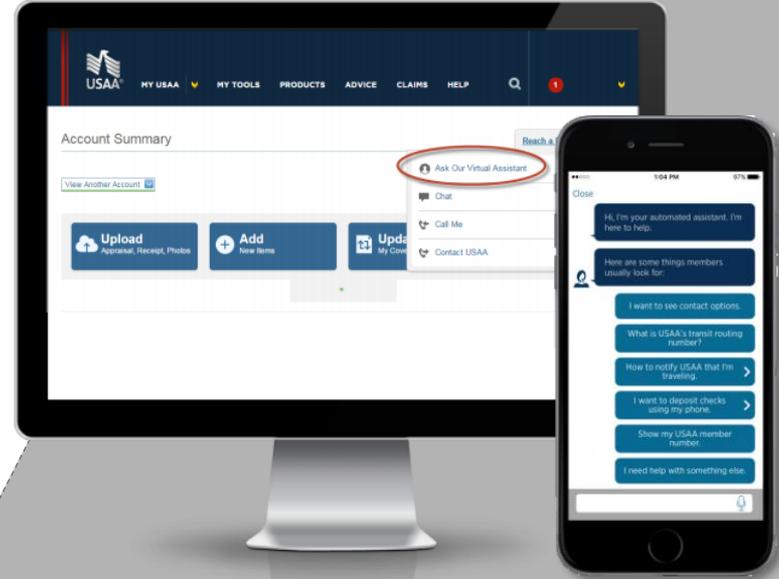
VALUE DELIVERED

- ▼ Reduced waiting time and # of contacts via CC
- ▼ Reduced possible mistakes in localizing the client
- ▲ 21% adoption in first two months



DIGITAL VIRTUAL ASSISTANT – EASY GUIDED ASSISTANCE

- USAA thanks to its Digital Virtual Assistant and underlying technologies (like biometrics, big data analytics and social media activity) is personalizing all aspects of the client relationship
- Lifecycle advice & Personal financial planning tool:
 - Supports Member Lifecycle Strategy
 - Personalization & customization capabilities
 - Social media enabled
 - Optimize channel and device capabilities



VALUE DELIVERED

- ▲ Over 1M contacts handled per month
- ▼ 70% of contacts are not escalated to live representative



VITALITY – SHARED VALUE APPROACH

- Vitality helps you to get healthier by giving you the knowledge, tools, personalized wellness programs and motivation to
 - Know your health
 - Improve your health
 - Enjoy rewards based on your Vitality status
- Apart from the fact that a healthy lifestyle is more rewarding, it's been clinically proven that Vitality members live longer and have lower healthcare costs than non-Vitality members

VALUE DELIVERED

- ▼ Lower and more accurate risk pricing
- ▲ Top ranked drivers cost up to 70% less than those ranked „poor” or „average”
- ▼ Lower lapse rates



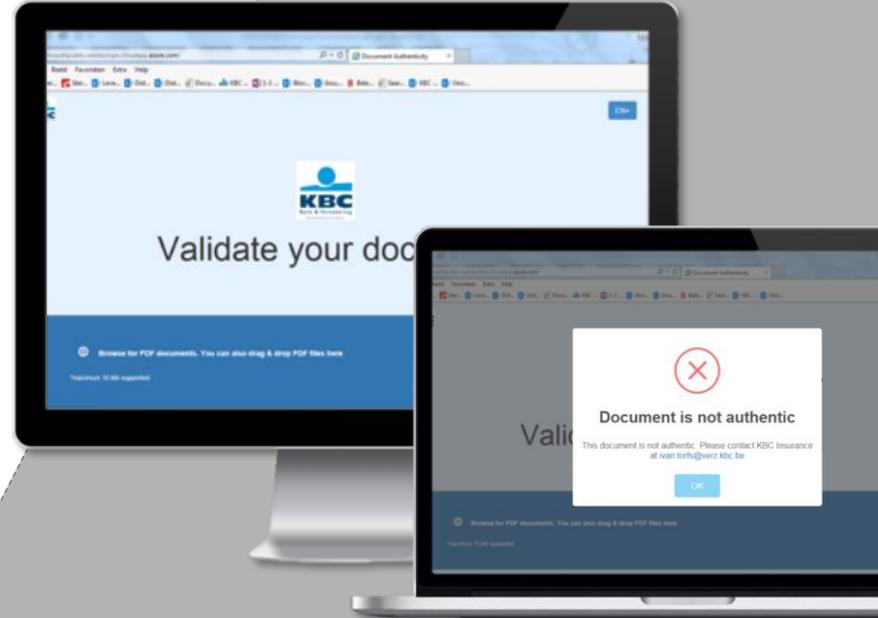


BLOCKCHAIN – TRUST YOUR DIGITAL DOCUMENTS

- In tomorrow's digital first world clients will receive and store more and more digital documents.
- Digital documents are however prone to interception and modification
- A new blockchain driven service is being developed by KBC to help clients verify document authenticity
- The tool is expected to go live in October 2017 and will be free of charge to all KBC clients as well as non-clients

VALUE DELIVERED

- ▲ Better adoption of digital processes thanks to improved trust



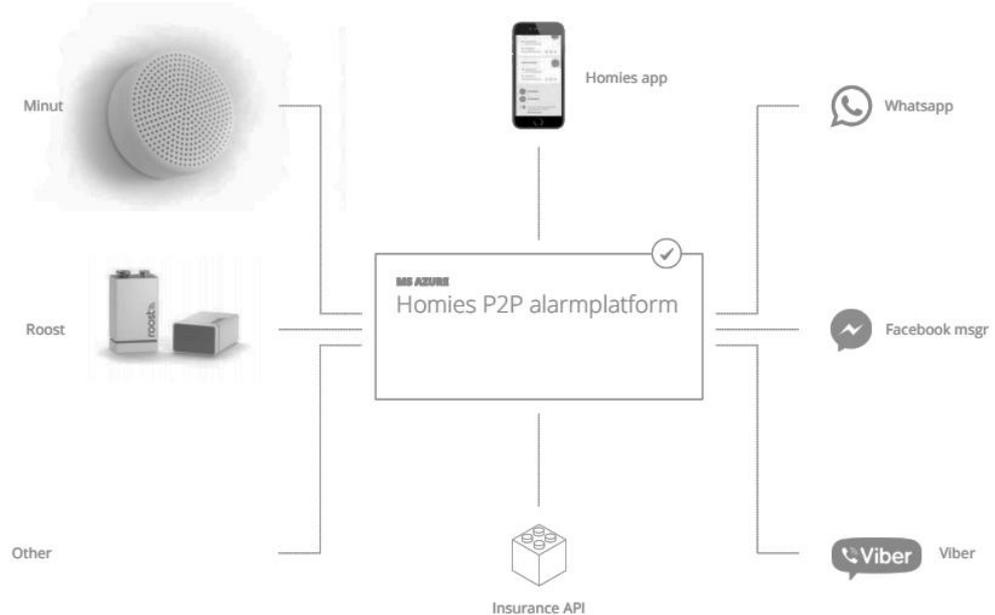
HOMIES – A SIMPLE IOT-BASED SECURITY

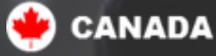
- Homies wants to solve the lack of security in low-income neighbourhoods by connecting people and developing mutual trust.
- The proposition builds on the Homies Intelligent burglary sensor, connecting all residents enrolled to the platform through an innovative WhatsApp service.
- Homies wants to reduce the number of burglaries and deaths by fire in social tenements down to zero while increasing neighbourhood quality of life.

REAL-TIME
PROTECTION



SHARING
IS CARING





WISE UP

An online education platform giving brokers access to professional development content and tracking their mandatory education credits



RSA



Standard Bank

EMPOWERING
WORKFORCE



THE GENESIS

A repeatable innovation process to transform the firm's operating model, policies and culture.

See

Learn

Grow

Sustain



BELGIUM



DIGITAL DRIVING LICENCE

Certifying a basic set of digital skills and knowledge to enhance lifelong employability in the organisation.



ANATOMY OF INNOVATIVE INSURER

A NEW WAY OF DOING THINGS THAT ADDS VALUE



NOVELTY

„NEW WAY”

NEW BUT NOT ALWAYS RADICAL



IMPLEMENTATION

„DOING THINGS”

THE IDEA MUST BE PUT INTO ACTION



SUCCESS

„ADDS VALUE”

VALUE IS ADDED THROUGH SCALABILITY

HAVE A CLEAR
INNOVATION
AGENDA

01

SEEK
OPPORTUNITIES
TO DELIVER VALUE

02

KNOW YOUR
CUSTOMERS

03

ACCELERATE
TIME - TO - MARKET

04

BE FLEXIBLE
AND OPEN TO
ECOSYSTEMS

05

CREATE
CULTURE OF
INNOVATION

06

**WHAT'S
NEXT?**

