

THE DATA-POWERED INSURER

Unlocking the data premium at speed and scale

INSURERS ARE DRIVING PROFITABLE GROWTH WITH DATA

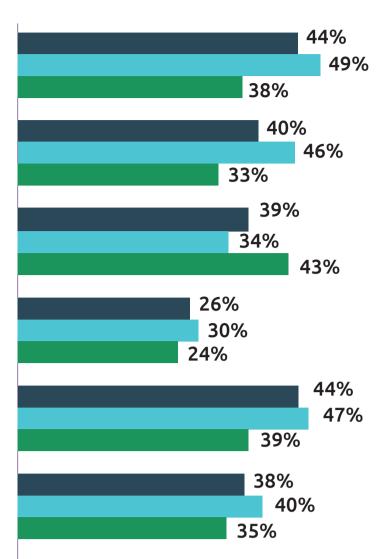
Insurance organizations are using data to develop new solutions; create value-added services to engage customers; and enable unique insights into risk assessment and pricing

Percentage of executives who agree to the below statements or have implemented the below initiatives at partial or full scale

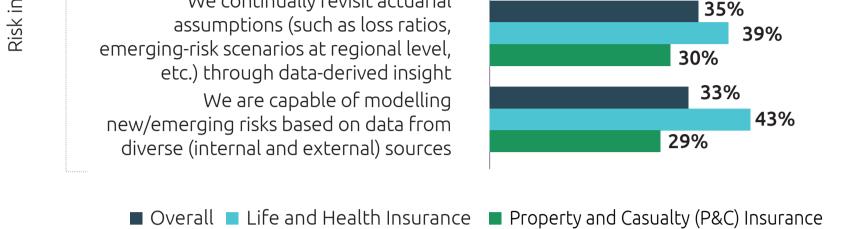
With advanced analytics, we are able to enter niche markets or segments deemed too risky in the past Developing new features and coverages in traditional products Data and analytics are facilitating our company's shift from protection to prevention Developing emerging insurance solutions using real-time data (micro-insurance, parametric insurance, etc.) We are moving towards deeper segmentation of consumers based on data-driven risk pricing

We are able to create new risk-transfer solutions based on advanced analytics

We continually revisit actuarial



Risk insights



Source: Capgemini Research Institute, Data Mastery in Insurance survey, September–October 2021, N=300 business executives and 210 technology executives across 204 insurace organizations.

Insurers have most scaled data initiatives in 1) sales and distribution; 2) underwriting, pricing, and risk management; and 3) operations

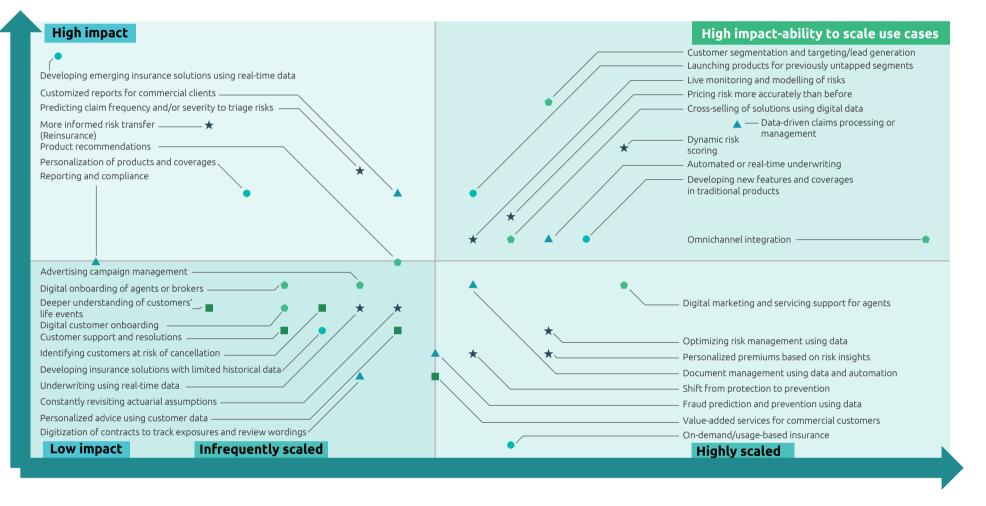
Average percentage of executives implementing uses cases at scale



Source: Capgemini Research Institute, Data Mastery in Insurance survey, September-October 2021, N=300 business executives and 210 technology executives in insurace.

High-impact and highly scaled use cases center around risk assessment and customer experience and segmentation

Ability to scale and impact of use cases in insurance



- Poducts or solutions development
 Customer services and engagement
- * Underwriting, pricing, and risk management A Operations Sales and distribution

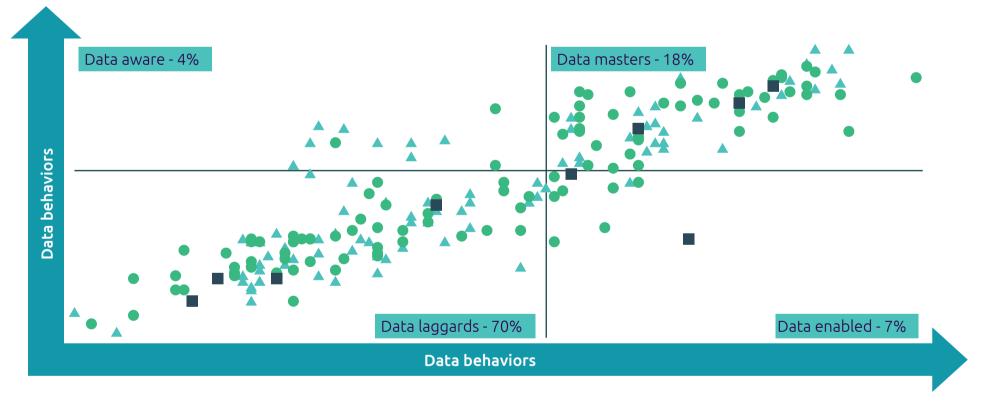
Source: Capgemini Research Institute analysis; Data Mastery in Insurance survey, September–October 2021, N=510 insurance executives.

* Impact' refers to the magnitude of the impact of a use case upon a business metric, as rated by our respondents. *'Ability to scale' indicates how often a use case is scaled by our survey respondents.

DATA-POWERED INSURERS ARE RACING AHEAD (

18% of insurance organizations have both the requisite foundations and behaviors to master data – we call them **Data Masters**

Data maturity of the insurance industry



▲ Property and casualty (P&C) insurance ● Life and health insurance ■ Reinsurance

Source: Capgemini Research Institute, Data Mastery in Insurance survey, September–October 2021, N=204 insurance organizations. Percentages are rounded off to the nearest integer and may not sum to 100.

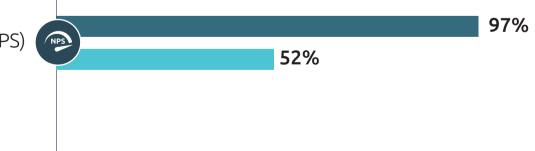
Insurance Data Masters see favorable outcomes from their data initiatives

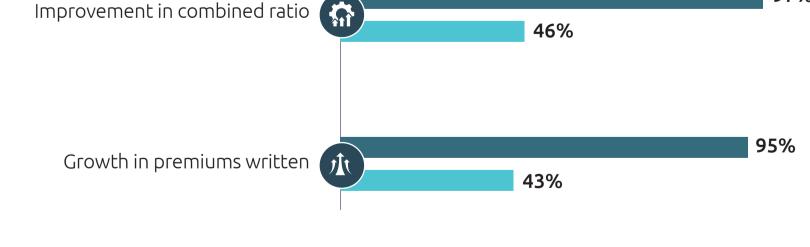
How have data initiatives, including AI/ML, data science, and advanced analytics impacted

the below metrics at your organization?

(Percentage of organizations)

Improved Net Promoter Scores (NPS)





Data Masters Global insurance industry

Source: Capgemini Research Institute, Data Mastery in Insurance survey, September-October 2021, N=204 insurance organizations.

HOW CAN INSURANCE ORGANIZATIONS ACHIEV DATA MASTERY?

 Establish an appropriate operating model to generating model to create a hub-and-spoke model to democratize use cases Create a hub-and-spoke model to democratize use cases Create dedicated roles for data stewards and owners Adopt agile ways of working Adopt agile ways of working Empower employees at all levels with tools and skills to apply data Ensure robust policies and processes for data ethics and security Participate in data ecosystems Collaborate with InsurTechs Collaborate with InsurTechs 	Build the infrastructure to allow rapid implementation of data-derived insight	 Create a unified, 360-degree view of data through centralized systems Share and ingest relevant data from brokers/agents and rein surers through appropriate platforms and APIs
 Foster a strong data culture across the organization Empower employees at all levels with tools and skills to apply data Ensure robust policies and processes for data ethics and security Participate in data ecosystems Collaborate with InsurTechs 	appropriate operating model to scale data-driven	
• Collaborate with InsurTechs	culture across the	 Empower employees at all levels with tools and skills to apply data Ensure robust policies and processes for data ethics and

Source: Capgemini Research Institute analysis.



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