



CAPGEMINI AND ZELROS

AN INNOVATIVE MODEL FOR INSURANCE DISTRIBUTION

AI and Machine Learning
based robust distribution
solution for insurers



The insurance industry's distribution landscape is evolving rapidly with an increasing demand for insurance coverage, changing customer preferences, entry of BigTechs and InsurTechs, and a focus on maximizing the value offered by the intermediaries. Furthermore, the pandemic has highlighted the weaker links in the current distribution setup and is compelling insurers to rethink their distribution strategy.

To deliver maximum value in today's fast-evolving business environment, the channels should embrace the CARE equation – Convenience, Advice, and Reach

Agents and brokers are the prominent distribution channels for more than 75% of insurance firms. However, more than 40% of the agents/brokers say they could not consistently meet policyholder expectations for convenience and response time.

Around 30% of the customers need a high level of personalized advice. However, digital channels lack in-depth, personalized advice capacity.

Around 70% of the customers expect a multi-channel experience for policy research and purchase. However, restricted working hours of direct channels limit accessibility

To be successful today, insurers should offer a true multi-channel experience—the ability to switch channels swiftly, at any point in their journey without adversely affecting information and CARE.

According to the Capgemini World Insurance Report 2021, the insurance product distribution landscape will evolve rapidly, and customers will increasingly prefer to base their buying decisions on a variety of factors such as flexibility, convenience, and agility to complement the experience.

A closer look at the three main insurance distribution framework categories uncovers three distinct challenges the insurance industry is facing today:



Creating a consistent customer experience

- Difficulty in achieving omnichannel experience
- Inexperienced advisors
- Lack of personalization and empathy in customer interaction/needs
- Difficulty to extract meaningful insights from customer data



Managing customer retention and loyalty

- Reduced cross-selling and up-selling opportunities
- Lower conversion rate
- Partial integration with CRM portal



Automating key business processes

- Low underwriting automation
- Lack of customer insights for agile underwriting
- Manual document processing



CAPGEMINI AND ZELROS – THE PARTNERSHIP TO TRANSFORM INSURANCE DISTRIBUTION

Combining Capgemini's world-leading digital transformation capabilities and the power of Zelros' Insurance AI platform, this unique partnership is set to enable the industry with new smart solutions, spearheading growth in the AI era.

The partnership supports insurers in developing modern and efficient processes using artificial intelligence (AI), machine learning, and predictive analytics along the entire insurance value chain optimizing the processes.

Zelros' AI platform offers insurers, bancassurers, and policyholders an efficient, fluid, and personalized distribution of products and services, facilitating smart underwriting.

The platform continuously learns, adapts, and improves its capabilities in real-time. These capabilities empower

insurance advisors and agents with insights and recommendations at all stages in the purchase and enquiry cycle from product and service needs, discovery and sales to underwriting.

Zelros offers clients the opportunity to value their data and provide real-time support to their agents on customer appetite, personalized offers, selling points, and next best actions at the point of sale for improved customer engagement.

Zelros AI platform is fully integrated with leading technology providers such as Salesforce and Microsoft, allowing fast deployment and easy, seamless technology adoption.



Capgemini has been an SI partner for 200-plus clients for established global products and has been a global thought leader for the insurance industry.

Capgemini GTM strategy includes building accelerators and leveraging partner strengths. Combining Capgemini domain expertise with the Zelros AI platform will lead to the development of GTM solutions and accelerators.

These will help existing and new clients to keep pace with competition and meet industry challenges, especially in the current pandemic situation.

CAPGEMINI AND ZELROS PARTNERSHIP DIFFERENTIATORS

Capgemini

Size and expertise

- Global footprint and local knowledge
- Scale-up capacity
- Digital transformation expertise
- SME community

Strategy

- Make or buy strategy support
- Structuring distribution strategy

Technology

- Seamless integration with the insurer ecosystem
- Data governance

Change management

- Certified change management consultants

Zelros

Focus on insurance distribution

- 100% focus on insurance distribution (P&C, Life, Annuities, and Health)
- Cover the whole sales cycle from prospecting to policy underwriting
- Pre-trained insurance models
- Focus on insurance growth (top line improvement)

Insurance AI platform

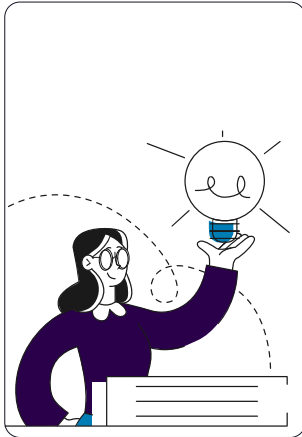
- Insurance-specific AI engine
- Leverages structured and unstructured insurance data
- Enriched data through Insurance Data Catalog

Integrated customer/employee journey

- API-first platform for simplified integration
- Native integration in the user environment
- Standard data model adaptive to insurer IT context



SOLUTION OVERVIEW



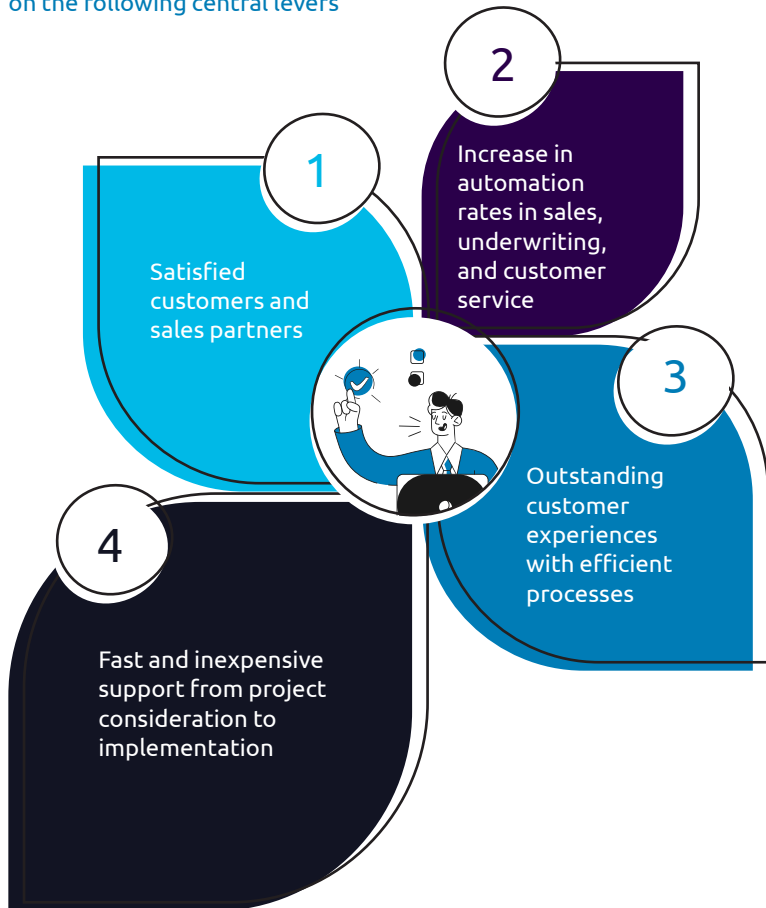
1 Zelros provides sales and marketing organizations with complete customer and policy knowledge. It allows them to match the right policy to the customer at the right time, resulting in higher customer satisfaction and higher sales - both on digital and direct (human) channels.

2 Zelros's 100% insurance specialized platform connects all types of insurance data, whether structured or unstructured (such as voice calls, documents, etc.), to proactively promote the right advice on the best channel, digital or physical with an advisor.

3 Zelros leverages its own insurance data catalog to enrich and personalize recommendations even further with insights built from open data and data providers curated by Zelros.

THE BENEFITS FOR INSURERS

Our partnership together combines intelligent approaches to customer interaction with targeted (partial) automation of the insurance processes based on many years of experience in the insurance industry. In this, we focus on the following central levers



↑
Increased demand generation from 20 to 50%

👍
Improved NPS leading to better customer retention

📈
Higher cross-sell and up-sell rates

USE CASE: OPTIMIZING P&C INSURANCE SALES WHILE ACHIEVING A BETTER RISK SELECTION

CLIENT

A leading French mutualist insurer and market leader in Motor insurance with 2.4 B€ GWP.

OBJECTIVES

Boosting sales on motor insurance products, reducing dropout, and increasing productivity during the quote process

SOLUTION

Zelros AI models provide personalized recommendations on the most relevant offer, addressing both current customers as well as new prospects. A motor risk assessment algorithm provides immediate feedback on the risk level.

Initially focused on Motor insurance products for retail lines, the Zelros solution is now used for Life & Savings and Health products as well as commercial lines for both small and medium businesses. The solution is used by both agents in branches and customer service representatives in call centers.

RESULTS

20%

increase in new businesses

50%

reduction in requests to underwriting experts



Zelros made our advisors proactive in discovering the needs of our customers, leading to increased NPS and better cross-sell rates.”

DEPUTY CEO,

French mutualist insurer and market leader in Motor insurance

Capgemini and Zelros have combined forces to develop a unique solution to address enrollment and advisory challenges faced by worksite agents in the Life and Benefits space. The solution includes building holistic customer profiles, leveraging third-party data and all touchpoints between employee and insurer systems, agent interaction, etc. The Zelros AI platform used dynamic content, AI models, and voice2insights to provide highly personalized advisory in real-time.



About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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Contact us

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About Zelros

Zelros develops the first AI software dedicated to the insurance distribution of tomorrow. Zelros provides insurers' sales and digital marketing teams with customer intelligence to create personalized experiences in the right channel at the right time. Zelros solutions are used daily by advisors, agents and managers of insurers such as MAIF, BPCE Group, Groupama, Matmut, AssurOne and +Simple.

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