



DIGITAL ACQUISITION FOR LIFE INSURANCE

Acquire digital savvy customers with remarkable policy purchase experience

INSURERS NEED TO ADAPT TO THE NEW DISTRIBUTION LANDSCAPE AND DELIVER VALUE AMIDST CHANGING BUSINESS DYNAMICS

Life Insurance industry is evolving swiftly in the post pandemic environment



60% of customers consider direct channels more convenient and are comfortable giving personal details in exchange for benefits.#



61% of agents and brokers are highly challenged to convert leads; 45% need support in engaging effectively with customers.#



100% of L&A carriers are prioritizing digitalization of distribution as the #1 priority for 2021 budgets.*

Traditional channel strategies are challenged, paving the way for multi-channel distribution strategy optimized for selling digitally #

DIRECT CHANNELS: Channel with a human-touch, though lagging in sales effectiveness

70% of insurers can interact directly with customers

72% of insurers invest in channel capability enhancements

Only, 33% of insurers consider the channel to be effective in sales

DIGITAL CHANNELS: Convenience is in its DNA, But are they really effective In driving sales?

80% of insurers have a Website or mobile app

94% of insurers invest in Channel capability enhancements

Only, 27% of insurers consider the Channel to be effective in sales

EVOLVING CUSTOMERS ARE DEMANDING PERSONALIZED, EXPERIENCE-LED ENGAGEMENT VIA THEIR CHOICE OF CHANNEL



Right Channel

- Omni-Channel presence
- Connected digital offerings
- Engaging digital experience



Right Time

- Direct quote-to-buy at appropriate life event
- Simplified underwriting
- Instant insurance certificates

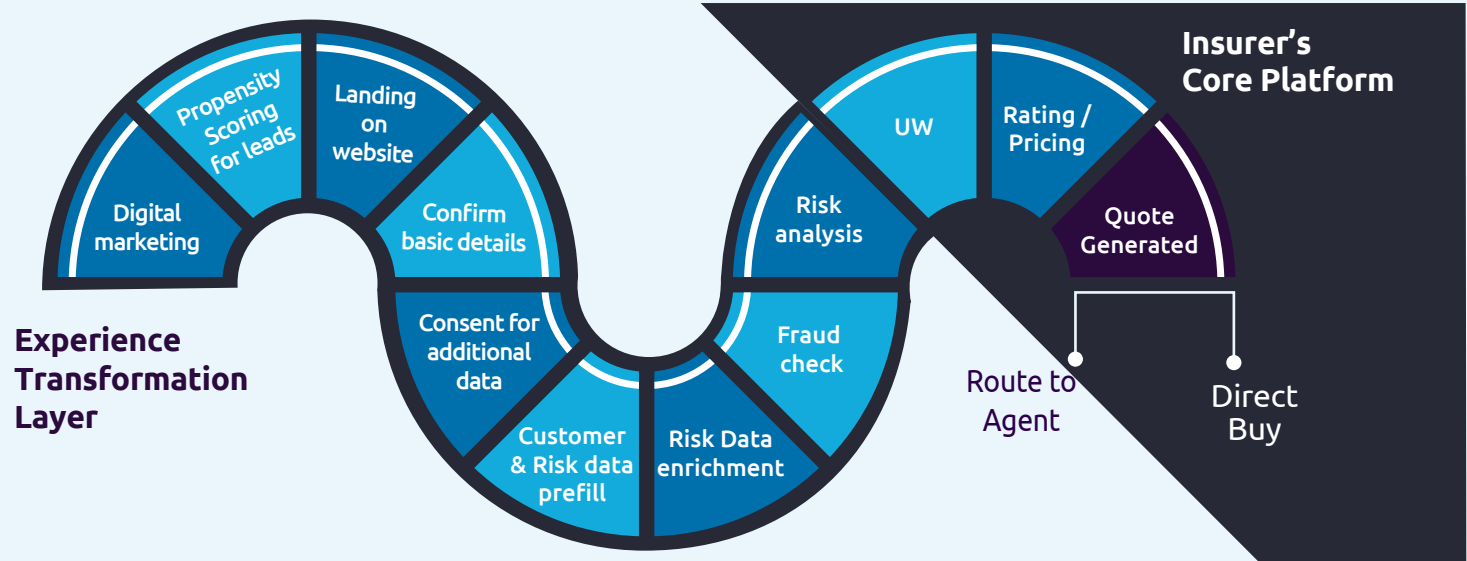


Right Product

- Risk control and prevention services
- Highly-personalized products
- Pricing of products

Frictionless quote-to-buy experience by leveraging digital channels and extensive data is key for capturing market share

CAPGEMINI'S DIGITAL ACQUISITION SOLUTION ACCELERATES LIFE INSURER'S ABILITY TO OFFER INNOVATIVE PRODUCTS THROUGH AN OMNICHANNEL EXPERIENCE



- Personalized and targeted social media campaigns
- Enhanced value from existing marketing technology
- End-to-end managed marketing operations
- Propensity scoring for leads

Digital Marketing



- Pre-built and configurable customer journeys
- Low-touch interface with pre-filled data
- Standardized APIs for integration with insurer's core platform

Quote-to-Buy Journey



- Low/No-touch underwriting through EHR and external data partners
- Multi-dimensional risk analysis used for accurate advisory and pricing

Data and Analytics

DIFFERENTIATE WITH PRODUCT, DATA AND EXPERIENCE INNOVATION TO OFFER A SEAMLESS STRAIGHT THROUGH EXPERIENCE FOR THE MODERN CONSUMER



01

Accelerate sales and marketing digital transformation



02

Profitably price opportunities with extensive risk data



03

Increase conversion rate with a reduced cost of lead generation



04

Gain insights from enriched data to create new products and services

WE BRING COMPREHENSIVE SET OF PROPRIETARY SOLUTIONS/IP AND BEST OF BREED CAPABILITIES WITH OUR EXTENSIVE PARTNER ECOSYSTEM



World Insurance Report 2021

* Insurer IT Budgets and Projects 2021, Novarica