

WORLD INSURANCE REPORT 2017



Technology is **transforming** the insurance industry.

Everything is in **Flux.**

Insurers need a strategy

that ensures innovation ROI and keeps business goals focused.



Capgemini's **Voice of the Customer Survey** says consumers prefer **digital touchpoints** when conducting insurance transactions. And they value services that are **convenient, agile, personalized.**

Young and tech-savvy customers represent important revenue potential segments.

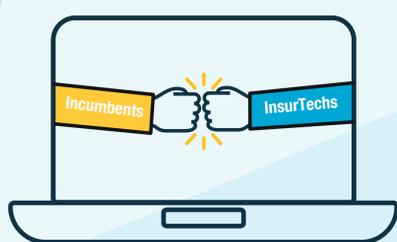
36% of Gen Y customers and **42% of tech-savvy customers** say they're likely to buy another product (compared to 29% of non-Gen Y customers and nearly 20% of the non-tech-savvy).



Digital is becoming integral to Insurance customers' behavior.

24x7 self-service is in demand.

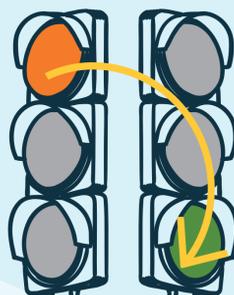
Technology has **disrupted Insurance** as usual.



Insurers can find success through **collaboration, complementary strengths.**

InsurTechs offer value and timely and efficient service, while **traditional insurers** offer superior security and fraud protection, strong brand recognition, and personal interaction.

InsurTechs can remove technology roadblocks for traditional insurers.



Incumbents have **BRAND recognition** that InsurTechs lack and, traditional insurers also have an advantage with customers—**TRUST.**

Nearly **40% of customers say they trust their incumbent insurer**, compared with only 26% for InsurTechs.



Nearly **one-third (more than 31%)** of insurance customers, globally, say they **use InsurTechs** exclusively or in combination with incumbents.

Innovation must align with Insurance **Strategy and Priorities.**



Emerging technologies are driving innovations in **data analytics, digitization and insurance-as-a-utility.**

A majority of insurers (**nearly 83%**) cited **advanced analytics** as the industry's most **important emerging capability.**



More than **60%** of insurance executives believe **artificial intelligence, connected devices and robotic process automation** are very important emerging technologies.

Insurers need a **holistic strategy that leverages the right mix of digital and data & analytics** to craft a business model that aligns with strategic priorities.



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