



Driving the Digital Insurer of the Future

Capgemini and Salesforce



Introduction

The insurance industry is in a moment of profound transformation with new technologies, new customer expectations, emerging demographics and new business models challenging traditional insurers. As this year's Capgemini Efma World Insurance Report (WIR) 2017 revealed, customers are looking for Convenience, Agility and Personalization (CAP) in their interactions, as well as personalized products and services that take into account their needs, behaviors and risk exposures.

Furthermore, new disruptive technologies such as the Internet of Things (IoT), Blockchain, Artificial Intelligence and Robotic Process Automation (RPA) have the potential to reshape traditional business processes and offerings. InsurTechs, unbound by legacy systems, are investing heavily in these new technologies to develop innovative new products, business models, and other processes that fulfill customer experience demands. In fact, the 2017 WIR showed that 31% of customers surveyed globally indicated they use InsurTechs exclusively or in conjunction with incumbent firms for all their insurance needs.

Traditional insurers can compete and disrupt in today's complex world by becoming Digital Insurers. Digital Insurers make customer experience a priority and invest in technologies to enable an offering of innovative products and services. Digital Insurers are insight-driven to continuously innovate, and operate with hyper-efficiency and agility.

A Digital Insurer embraces transformation as the new normal, treats experience as the product and recognizes that data is the differentiator. Capgemini partners with clients to define their digital transformation journey and to deliver the capabilities necessary to become a successful Digital Insurer.

How a Capgemini and Salesforce Partnership can help you become a Digital Insurer

Capgemini believes the Salesforce ecosystem is uniquely positioned to enable key capabilities to rapidly transform a traditional insurer into a Digital Insurer.

Improved Customer Experience

Providing customers with the experience that they expect requires a rapid buildout of basic customer-centric Omni-Channel engagement capabilities. Omni-Channel is no longer a buzzword but a basic requirement for insurers. At minimum, insurers must enable a prospect or customer to easily engage through his/her channel and device of choice. In our WIR 2017, customers reported a demand for digital touchpoints to provide the CAP experience, even in key Moments of Truth. Customers today expect key capabilities such as purchasing or modifying their policies, paying their bills and filing claims to be simple, easy to use and mobile-enabled.

The Salesforce communities, coupled with Sales, Service and Marketing Clouds, provide holistic Omni-Channel capabilities that provide the technology framework for traditional insurers to rapidly transform their digital capabilities to compete with leading digital insurers and InsurTechs.

Top Movement of Truth for Insurance Customers



- Productive updates on status of claim
- Policy renewal and cancellation digitally
- Instant claim notification to Insurer online/ on mobile
- Customizable quotes for different scenarios
- Automatically connect to third-parties to assist with an emergency
- Reward and incentive programs enabling saving on premium fees



Case Study

Capgemini worked with a large insurer to define an Enterprise Digital Strategy and deliver a multi-year digital transformation roadmap. We defined and enabled a leading self-service experience leveraging Salesforce communities, Force.com and Service Cloud. Key capabilities enabled included Auto Quote and Bind (Web + Call Center), Billing and Policy self-service portals for customers and a web and mobile First Notice of Loss portal. Leveraging the power of the Salesforce platform, Capgemini enabled a consistent Omni-Channel Experience and install a foundational architecture for agility. The results included:

- Significant increase in Self-service accounts and site traffic
- More efficient FNOL process which reduced the filing time
- Increased Speed to Market and reduced Total Cost of Ownership (TCO) due to the SaaS model

Insight-Driven

Insurers are leveraging emerging technologies such as Artificial Intelligence, Chatbots and IoT to provide improved experience with greater efficiency.

Salesforce IoT Cloud and Einstein Analytics seamlessly embed Artificial Intelligence and IoT capabilities within core Sales and Service cloud capabilities. This enables insurers to act upon data-driven insights generated through both internal and external sources. This drives proactive, positive purchase and service experiences.



Case Study

Capgemini is developing advanced AI solutions for P&C insurers leveraging Einstein Vision for image classification and object detection to identify the type and severity of loss in their claims reporting process. Customers or agents upload images that are then analyzed by Einstein Vision to determine the type of loss and make recommendations on repair vs replacement. This innovation in the loss reporting process improves the customer experience while significantly reducing the cycle time for claims processing.

Operational Efficiency

To drive operational efficiency while improving customer experience, insurers must have a supporting operations infrastructure in place to keep up with the heightened demand in servicing and to compete in sales with InsurTechs and other digital insurers. This includes using new digital channels for distribution.

Insurers are increasingly combining core Sales Cloud and Service Cloud capabilities with advanced analytics, and AI capabilities provided by Salesforce Einstein Analytics to transform their Salesforce automation and contact center capabilities. This has enabled them to drive down cost while improving customer satisfaction.



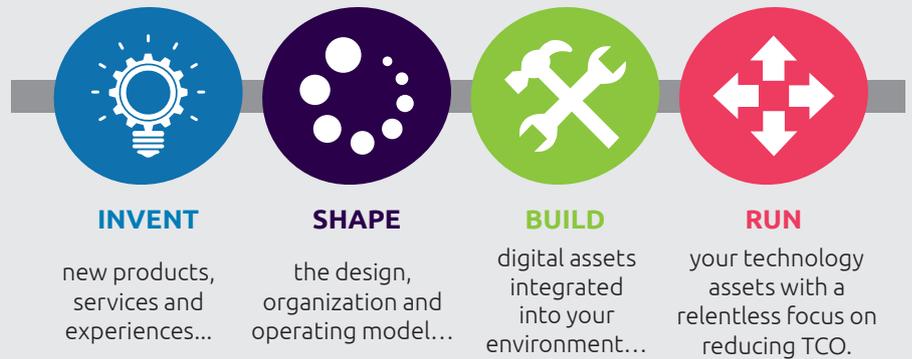
Case Study

Capgemini worked with a leading insurer to implement Analytics Cloud solutions that combined the customer details and operational data from Sales Cloud and Service Cloud with a dashboard built for trend analysis. The implementation was accessible across the organization, aiding with important decision-making abilities. The insurer also enabled integration of Chatbots deployed on Heroku, providing an enhanced customer experience that allowed customers to easily resolve their questions and get help from insurers. It also integrated with Live Agent for personalized attention from Contact Center representatives. This improved the customer experience and reduced handle times in the Contact Center.

How Can Capgemini Help?

Capgemini helps our clients become digital insurers by approaching “digital” as an enterprise strategy and bringing together an unparalleled breadth and depth of digital capabilities. This is underpinned with our deep insurance industry expertise, award-winning Salesforce partnership, and a leading Insurance Industry solution practice that enables us to solve our client’s most complex business problems so that they can transform their business into a digital business.

We are an end-to-end partner, helping clients:









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About Capgemini

With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50th Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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