

Digital Acquisition for Life Insurance

Acquire digital savvy customers with remarkable policy purchase experience



Increasing demand for combination products with protection services from all demographics

New customer segments for Life Insurance are emerging. In US:



41%

of Americans do not own any form of life insurance¹



78%

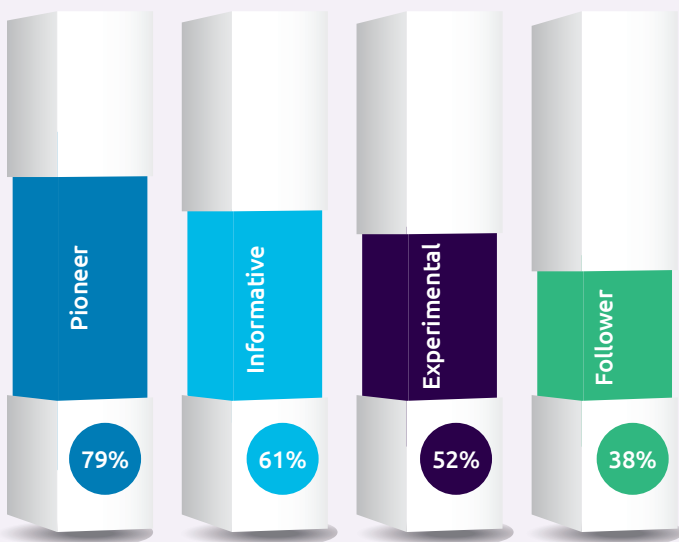
gap in necessary coverage in Millennials²



35%

of workforce is freelancers³

Customers across all insurance segments have a preference for purchasing from carrier website*:



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

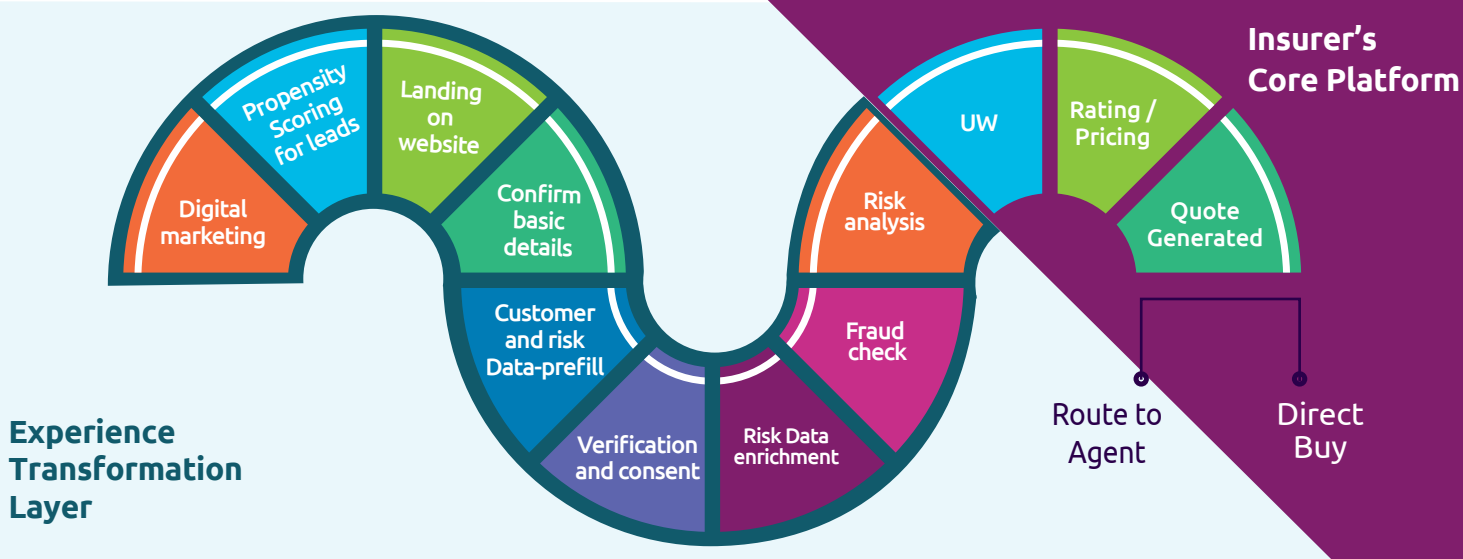
Right Product



- 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 for Life solution makes straight through underwriting a real possibility for Life Insurers



Digital Marketing

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



Quote-to-Buy Journey

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



Data and Analytics

- Low touch/No-touch underwriting enabled through use of data
- Multi-dimensional risk analysis used for accurate pricing

Increase Market Share With Capgemini's Digital Acquisition for Life Solution



- Accelerate sales and marketing digital transformation



- Increase conversion rate with a reduced cost of lead generation



- Profitably price opportunities with extensive risk data



- Gain insights from enriched data to create new products and services

1. Market Watch, "New study reveals more than 40 percent of Americans don't have any form of life insurance," September 4, 2018.

2. <https://www.newyorklife.com/newsroom/2018/life-gap-survey-millennials-at-risk>

3. <https://www.mckinsey.com/industries/financial-services/our-insights/small-commercial-insurance>

* All statistics are based on Capgemini's World Insurance Report 2020