

THE WELLNESS REVOLUTION

HOW INSURERS ARE DRIVING GROWTH
WITH CUSTOMER WELL-BEING



In collaboration with QORUS

“The first wealth is health.”
- American philosopher Ralph Waldo Emerson

Wellness is gaining both customer and insurer mindshare



69% and 67% of customers are interested in physical and financial wellness, respectively

52% of customers are familiar with insurers' wellness offerings

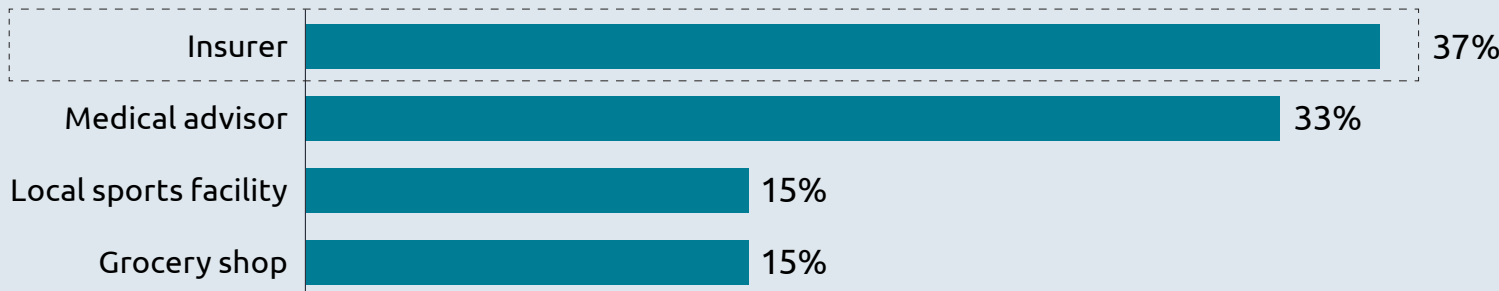
However, consumer use of insurer wellness solutions remains low
Only 36% of customers use wellness products offered by insurers

Insurers are well-positioned to leverage customers' interest in wellness

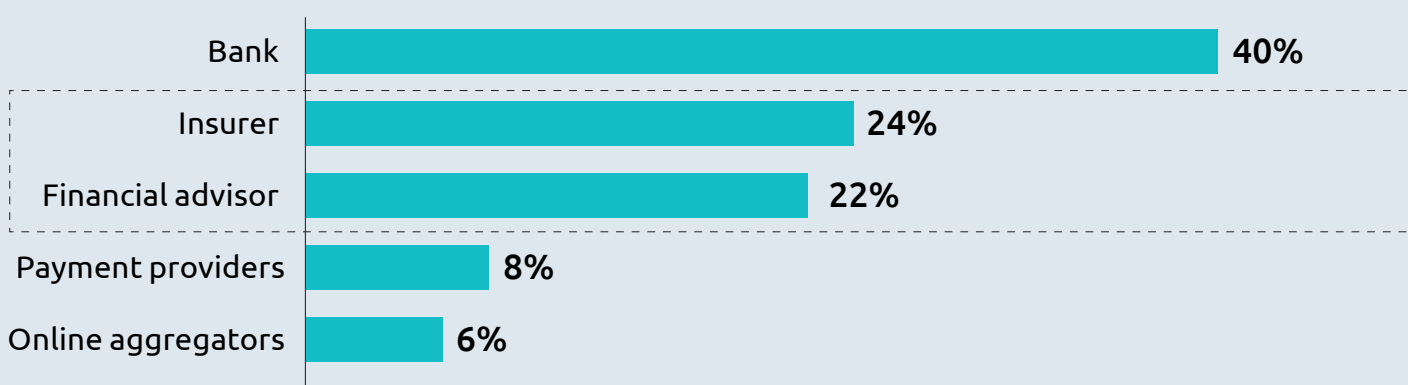
37% and 24% of customers prefer insurers as physical and financial wellness partners



Policyholders' most preferred **PHYSICAL WELLNESS** partners



Policyholders' most preferred **FINANCIAL WELLNESS** partners



Sources: Capgemini Research Institute for Financial Services Analysis, 2022; Capgemini Voice of the Customer Survey, 2022

Consumers are ready for new products from insurers

Although only a few insurers offer wellness services today, customer preferences suggest they are open to broader and deeper relationships based on:

- 83% On-demand and better customer service
- 78% Ongoing physical and financial guidance
- 74% Hyper-personalized value-added services and rewards

Insurers must transform to enable Wellness-as-a-Service

Only 8% of insurers are Frontrunners who have established authentic wellness-centric value propositions

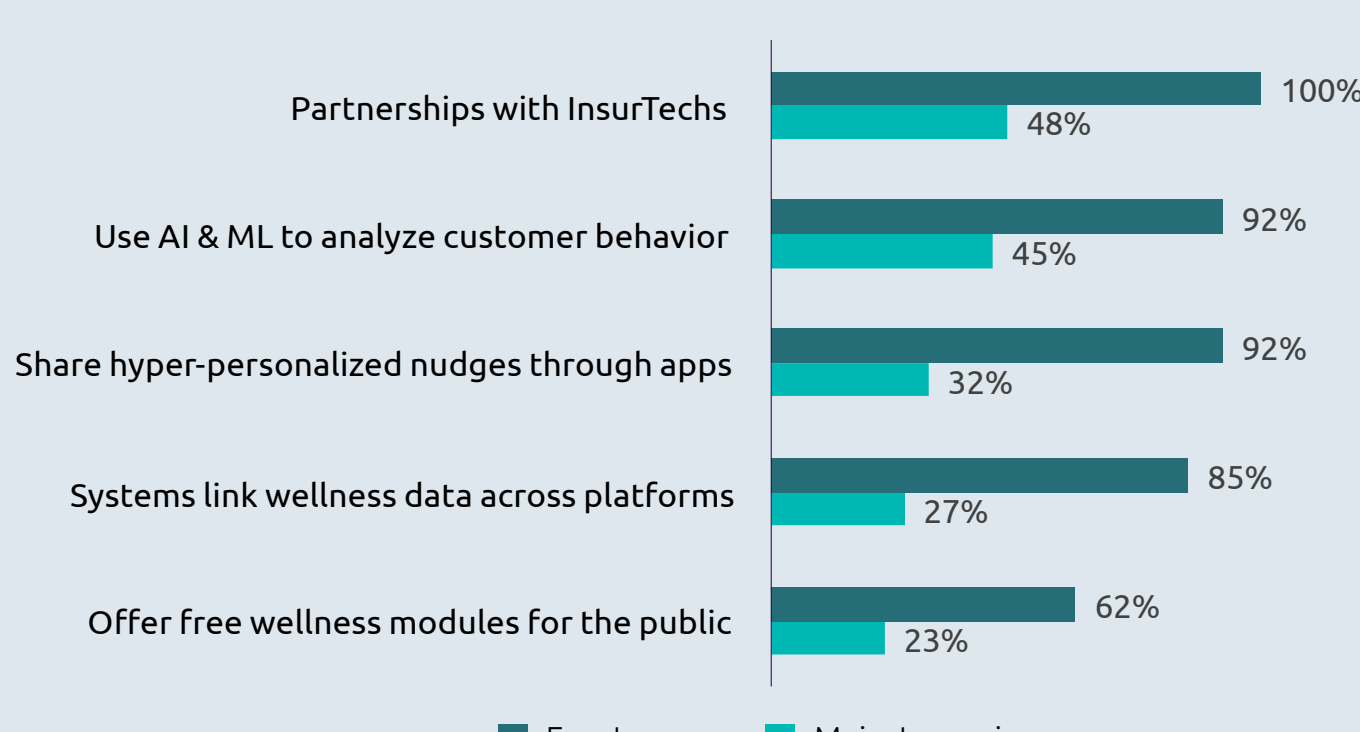
To implement Wellness-as-a-Service models, insurers must

- Redefine** the value proposition
- Reassess** their technology stack
- Evaluate** how to monetize wellness



Wellness Frontrunners are considerably ahead of the industry due to their advanced technology capabilities

Insurers' wellness initiatives



Sources: Capgemini Research Institute for Financial Services Analysis, 2022; World Life and Health Insurance Report 2022 Executive Interviews, 2022

Wellness Frontrunners are already reaping considerable organizational and policyholder benefits
85% report better NPS scores and increased cross-selling and 60+% report enhanced physical and financial fitness in their customer base

The Capgemini Wellness-as-a-Service framework aligns with shifting insurer needs

Our Wellness framework guides insurers to advance from transactions to relationships via hyper-personalized experiences enabled by enhanced customer journeys, innovative wellness initiatives, and connected ecosystem solutions



Insurers that prioritize their Wellness-as-a-Service vision will develop a modern, modular, data-driven platform to enable wellness-centric customer value propositions

Download the full report at
www.worldinsurancereport.com/lifeandhealth