

ECOSYSTEMS

How insurance can create new sources of revenue and growth

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Key trends worldwide

Digitalization

Over 50% of the insurance clients actively use digital technologies and online services.

Big Data

Over 70% of the clients are prepared to share their personal information - Telemetric devices, fit bits, trackers and other ...if linked to prices.

Personalization

Over 80% of the clients request personalization

Artificial Intelligence

Use of virtual Interlocutors, Chatbots, machine learning

ECOSYSTEM

Ecosystem is a network of companies, institutions, individuals and consumers that interact to create combined services of mutual value.

The new dimension
today
Digital Ecosystem

A lot of definitions
but the common
denominator of all is
Partnership

The benefits :

- ✓ Customers can use one platform to access different services
- ✓ Harness network effects
- ✓ Integrate data across different services

Challenges

- ✓ NOT easy to WOW insurance customers
- ✓ Clients are open to share BUT they request more from their insurers



Propositions
should address Clients
concerns

Life style is becoming more digital

Analyzing the data exchanged across different services will allow insurers:

- ✓ Identify better client needs
- ✓ Provide new services
- ✓ Increase risk prevention
- ✓ Enter into new risk pools and new opportunities

Insurers can play
the role of Orchestrators
in delivering services

Most important is that:

- ✓ client feels that the services address his concerns
- ✓ that he is being guided
- ✓ and services are delivered in a very efficient, transparent and effective way.

To be prepared for the future

Where does the ecosystem concept ranks in the organization priorities

Does the organization have a strong network of partners that will allow to extend beyond industry boundaries

Technology, and is technology the fuel of the organization strategy



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