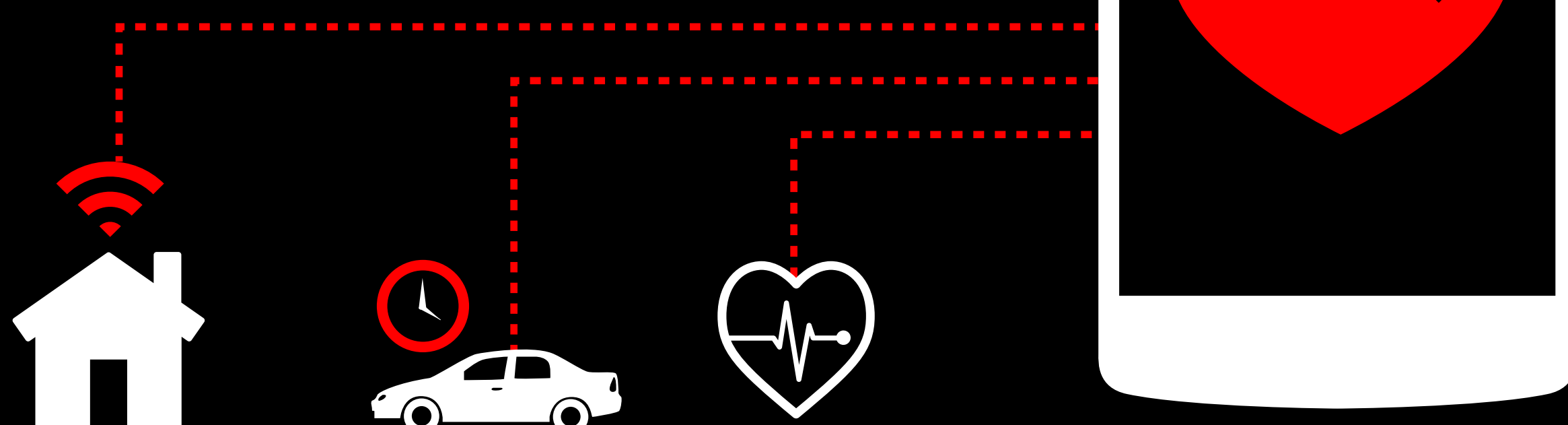


Satisfy the Craving for Insurance Personalization:

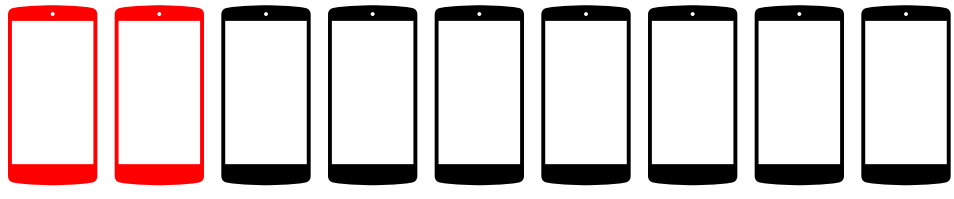
Delivering highly relevant, omni-channel customer experiences



For today's digital customers, everything is personal. But so far, insurance companies aren't picking up the hint.



Many are still struggling to know their customers' habits and lifestyles.

22% 

And only 22% have launched personalized, real-time digital or mobile services.¹

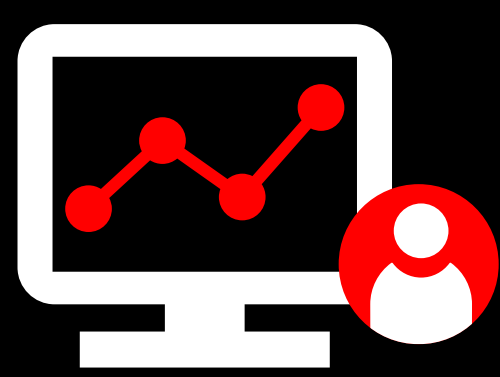


Contrast that with how willing customers are to share their personal information.

77% 

In fact, 77% are willing to provide usage and behavior data in exchange for lower premiums, quicker claims settlement or insurance coverage recommendations.²

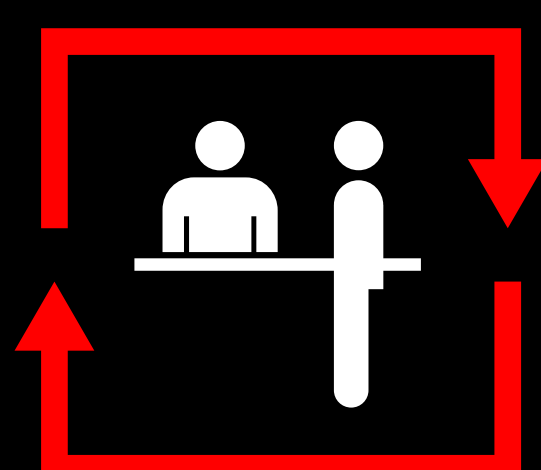
So what can insurance companies do to close the gap? Move beyond transactions to relationships. Key steps include:



Use analytics to create an actionable customer segmentation strategy and propensity models based on demographics, life stage, needs and behavior.



Build relationships with new partners and join ecosystems to deliver services that go beyond insurance.



And create a continuous loop of customer interactions that provide protection and services for their everyday needs.