

GENERALI ASIA DIGITAL TRANSFORMATION ROADMAP



CLIENT OVERVIEW

Generali is a leading global insurer with a large and growing presence in Asia. The business offers a range of group, life, health and general insurance products and services across China, India, Indonesia, Malaysia, Philippines, Thailand and Vietnam.

PROJECT BACKGROUND

Generali has ambitions to grow its business in Asia over the next few years. The insurer aims to transform its business and technology capabilities along key strategic themes:



Improve the customer experience across the end-to-end sales and servicing journey



Equip distributors with leading digital sale enablers



Achieve greater efficiency via automation and straight-through processes

With the Generali business developing differently in its various Asian markets, it was crucial to assess the digital proposition that each business unit had already built, and to define what were the roadmap and priorities ahead.

OUR APPROACH

Following a robust evaluation process, Accenture was selected as Generali Asia's consultancy partner to assess the maturity of their digital properties across distribution and operations channels, and then to build the roadmap of digital initiatives impacting these.

Accenture has applied its High Performance Insurance Capability Model and tailored to address Generali's strategy based on interviews with key regional executives. We then adopted design thinking approach to conduct in-country assessments:



Capture voice of customer and distributor in the centre via focus groups



Conduct social media listening with advanced tools



Harvest on insights from Accenture Global Insurance Consumer Survey



Conduct co-creation workshop with country executives to develop and refine the local digital roadmap in a collaborative and highly engaged manner

Once all in-country assessments were conducted, we consolidated the findings and ran a regional workshop to share findings, case studies and portfolio execution framework as well as to identify opportunities for countries to exchange experience and explore areas of collaboration.



VALUE TO THE CLIENT

Through this engagement, Generali has drawn a clear picture of the key improvement areas in its digital landscape across the region. It now has clarity on the maturity of the digital proposition as well as the digital roadmap of each market. It now also has a robust execution framework to execute and manage the portfolio of digital initiatives in the future.



WHY ACCENTURE?

We brought a proven approach and assets specifically designed for the insurance industry, along with a highly experienced team. Our commitment to innovation is unrivalled, and by using our innovation architecture and design-thinking approach we were uniquely positioned to co-create with Generali Asia, enabling them to plot their digital roadmap to the future and the achievement of their business goals.



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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 469,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

The company has been operating in Greater China for over 30 years. Today, it has around 15,000 people servicing clients across the region with offices in the cities including Beijing, Shanghai, Dalian, Chengdu, Guangzhou, Shenzhen, Hong Kong and Taipei. As a trusted Partner of Choice for digital transformation, Accenture is bringing more innovation to the business and technology ecosystems and helping Chinese enterprises and the government to embrace digitization and enhance global competitiveness to succeed in the new era.

For more information about Accenture, please visit its corporate homepage www.accenture.com and its Greater China homepage www.accenture.cn.

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