



Efma – Accenture 2021 Highlights

Video transcript

Since 2015, Efma and Accenture has recognised and awarded technology trends and diverse innovations in the Insurance industry, resulting in 1978 submissions from 1113 institutions in 125 countries.

This year, Efma & Accenture received 460 submissions from 289 institutions in 55 countries.

In this rapidly changing digital world of challenges and opportunities, new thinking and disruption is the order of the day.

From nimble start-ups to world leading carriers, pace setting institutions have risen to the challenges and embraced the opportunities by digitally pivoting and transforming to new business models.

In line with this spirit of innovation and the drive to accelerate growth and engagement. The sixth edition of the Efma – Accenture Innovation in Insurance Awards was delivered virtually and featured real time participation from finalists in seven categories and contributions from industry experts from around the globe.

This was made possible via the Efma interactive virtual microsite that not only hosted the livestream component of the event, but also featured extensive digital engagement functionality.

Utilizing the latest in technology, high-end visual graphics and video content was incorporated into the virtual experience ensuring that the world-wide audience got to witness a truly “Digital First” engagement.

Once again, this global industry initiative made the “Exceptional Visible” by recognizing and celebrating the most innovative ideas and practices for the benefit of the Insurance industry and customers alike.

The Efma – Accenture Innovation in Insurance Awards 2021!

“Exceptional made Visible”.