



# AMP LIFY YOU

## TECHNOLOGY FOR PEOPLE

THE ERA OF THE  
INTELLIGENT INSURER

The digital revolution today is an age of human empowerment: rapid advances have created a people-centric technology environment where the power lies with people to shape technology as they see fit.

This is Accenture's annual look across the insurance landscape to identify emerging technology trends that hold the greatest potential to disrupt businesses, industries and people.



**86%**  
of insurance executives agree their organization must innovate at an increasingly rapid pace just to keep a competitive edge.

# AI IS THE NEW UI

### The Experience Above All

Artificial intelligence (AI) is coming of age to become the new user interface of every digital insurer. Simple and smart interactions will deliver value at each connection with insurance customers, employees and partners.



of insurance executives agree that AI will revolutionize the way they gain information from and interact with customers.



of insurance executives believe AI is creating a new era of computing, rapidly moving from mobile-first to AI-first.

*Tractable's AI reviews photos of accident-damaged vehicles in real time so that adjusters can quickly assess whether the car is repairable or not, and accurately dispatch the claim to salvage, repair or appraisal.*

# ECOSYSTEM POWER PLAYS

### Unleash the Power of Us

Platform companies: completely breaking the rules on how to operate and compete ... insurers now need more than just a platform strategy, they need a robust ecosystem approach.



of insurance executives agree that adopting a platform-based business model and engaging in ecosystems with digital partners are critical to their business.



agree competitive advantage will not be determined by their organization alone, but by the strength of the partners and ecosystems they choose.

*AXA, Alibaba and Ant Financial Services last year announced an agreement to explore opportunities to distribute AXA's insurance products and services through Alibaba's global e-commerce ecosystem.*

# WORKFORCE MARKET PLACE

### Invent Your Future

On-demand labor platforms and surging online management solutions are the new talent marketplaces, driving profound economic transformation.



of insurance executives agree organizations are under extreme competitive pressure to extend innovation into their workforce and corporate structure.



agree the digital revolution is driving a new era of corporate economic structure.

*When State Farm wanted to test whether dashboard cameras could detect driver distraction and automatically alert the driver, it crowdsourced machine learning solutions through a contest on the Kaggle platform.*

# DESIGN FOR HUMANS

### Inspire New Behaviors

Technology design decisions are being made by humans, for humans ... technology is adapting to how we behave, in order to learn how to enhance our lives.



of insurers agree that organizations need to understand not only where people are today, but also where they want to be.



plan to use human behavior extensively to guide the development of new customer experiences and relationships in the next three years.

*The Quantifyle app from Digerteria enables people to share exercise, diet and health data from wearable devices and private records with insurers in exchange for cash incentives, useful rewards and tailored life and health insurance.*

# THE UN CHARTED

### Invent New Industries, Set New Standards

To succeed in today's ecosystem-driven digital economy, businesses must seize opportunities to establish rules and standards for entirely new industries.



of insurers are planning to use blockchain in the next two years; another 36% have it on their agenda.



agree that their organization is entering new digital industries that have yet to be defined.

*Verisk Insurance Solutions has introduced the Verisk Telematics Data Exchange—a data link between insurers and consumers who drive connected cars. The aim is to promote 'level playing field' standards for usage-based insurance in the automotive and insurance industries.*



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