



THE BROKER OF THE FUTURE:

Winning in a disruptive environment

A UK perspective by Stuart Abraham

Hello. I'm Stuart Abraham one of the Managing Directors that worked on our Broker of the Future Point of View. When we started thinking about the role of the broker in insurance because of the combination of business and technology trends that are disrupting the role of middle men across all industries.

This is particularly relevant for us here in the UK where there is pressure on the London market to modernize and technology enabled disintermediation has displaced the traditional broker from the personal insurance market.

Three things stood out.

Firstly, standing still means going backwards for the brokers. Our initial estimates indicate that 20 percent of traditional broking revenues from mid-sized and large customers could be lost to disruptive models and digital platforms by 2020. It's up for grabs whether brokers will be the disrupted or the disrupters here.

Secondly, moving early is critical to long-term success. As with other digitally disrupted industries, significant rewards come to those that move early and set the product and service standards.

And thirdly, platform based transformation is the most predictable form of disruption. Most UK and Ireland insurance executives expect platform based business models to become part of their growth strategy over the next three years and the commercial brokers' role in the platform economy is far from predetermined so this could represent huge opportunity.

We can see how the brokers' position in the middle of the industry provides them with a broad spectrum of opportunities to use the technology enabled trends to reposition themselves for the future. For example, automation and analytics could enable brokers to create the next generation of risk placement services.

Big data could provide the basis for expanding their advisory services into more outcome focused loss prevention.

Cross industry ecosystems could enable brokers to facilitate a marketplace for risk related services, platform based business models, could even enable brokers to evolve into providers of new risk services based on innovative partnerships with competitors to the traditional insurance solutions.

So, there are many ways for commercial brokers to thrive on the inevitable disruption. It becomes a question of how bold they are willing to be in disrupting the existing value chain.

Learn more by reading our full report:

[The broker of the future: winning in a disruptive environment](#)

Copyright©2017 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.