How can life insurance companies be customer-centric when customer interactions are so infrequent?

**OUT OF SIGHT, OUT OF MIND**

Only 14% of insurance consumers interact with their carrier daily or monthly, compared to 55% of bank customers and 46% of online retail customers. Less frequency means less relevance.

**EVOLVING FROM COMPENSATION TO WELLNESS**

With connected wellness, insurers can improve frequency and quality of customer interactions to cultivate more meaningful customer relationships that touch people's daily lives.

### THE CONNECTED WELLNESS OPPORTUNITY

Our global analysis reveals what’s at stake:

- **$16 to $24 billion**: Life insurers that tap into the wearable device explosion can gain $16 to $24 billion in new revenue in underserved segments in developed markets.
- **44%**: of consumers are likely to consider connected insurance services to help them become and stay healthier.
- **78%**: of consumers are interested in insurers helping them or aging relatives live safely in their homes.

### THE GROWTH TARGETS

- **65%**: 65% of millennials globally would consider a connected life insurance product.
- **5X**: Wearables adoption has grown by 264% among people 65 and over in the US. That’s more than 5X faster than the general population.

### THE APPROACH

94% of industry executives believe that adopting a platform-based business model and engaging in ecosystems with digital partners is critical to their success. Insurers must be prepared to:

- Crystallize the connected wellness value proposition and mobilize to deliver it.
- Lay the groundwork to innovate products and services for top targets.
- Manage, monitor and monetize the data flow — before someone else does.

Learn more about how life insurers can transform customer engagement with our full report: [www.accenture.com/ConnectedWellness](http://www.accenture.com/ConnectedWellness)