

November 4th , 2021

Future of Insurance

Deloitte.
Digital



About me



**Bridging customer with
technology in insurance**

Meet Hanna



01 Digital savy

02 Expecting more

03 Empowered


01 Hanna prefers to deal with Insurance online


1. Research Search for the right policy, % customers

2. Sales Purchase insurance, % customers

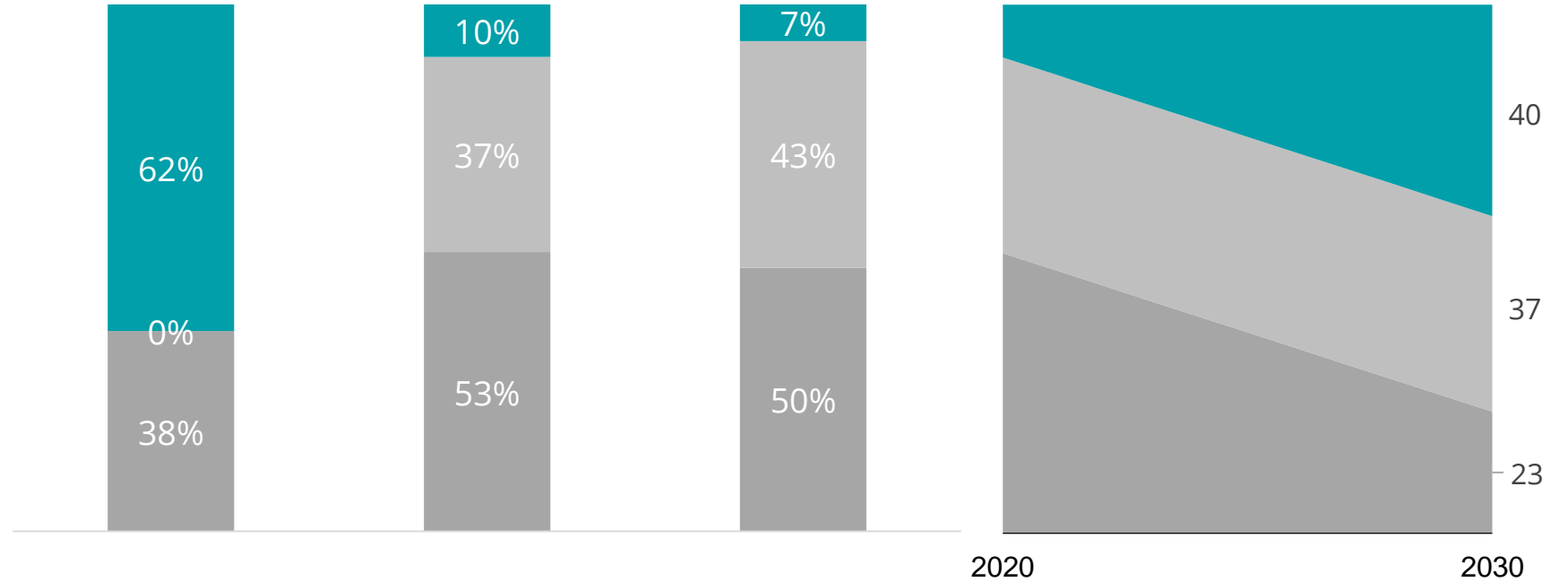
3. Post-sales % customers

How will it change in future? % customers b{illustrative}

 **Digital channel volunteers**
Prefer to use digital channels and they do it

 **Analog hostages**
Prefer to use digital channels, but still finalize transactions offline

 **Traditional channel**
Prefer to use traditional channels



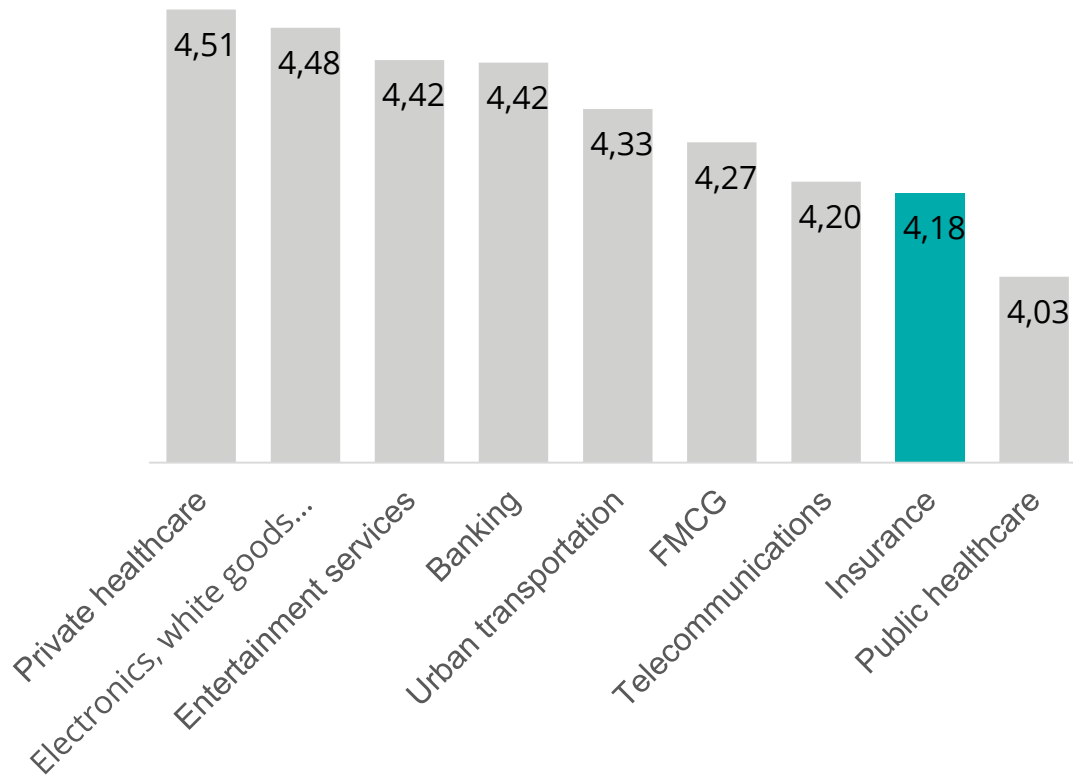
Deloitte, CATI survey February 2020 (n=1229).

4 | © 2021 Deloitte Digital. All rights reserved.

02 But she is not happy with experience she gets

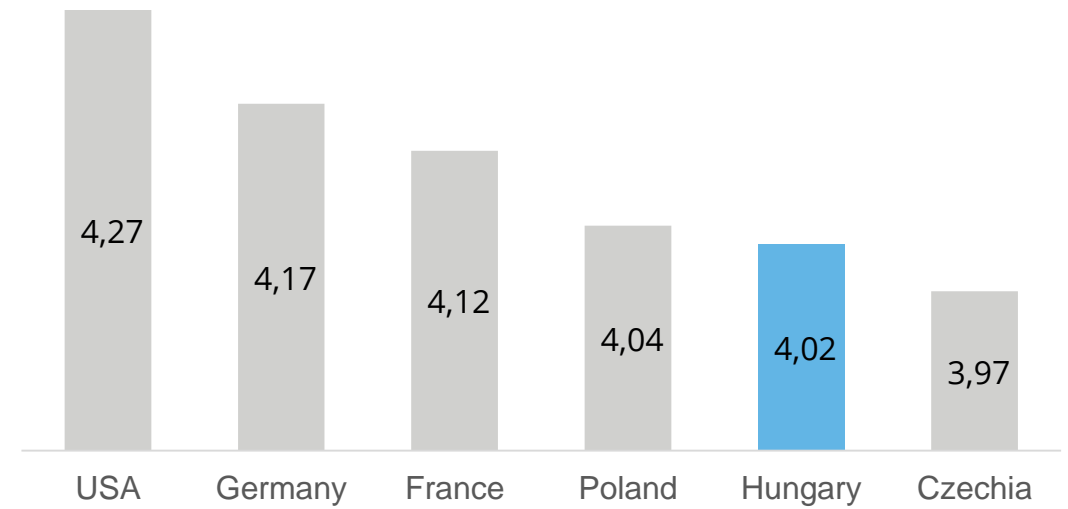
By industry

Customer satisfaction, Hungary, average score



By country

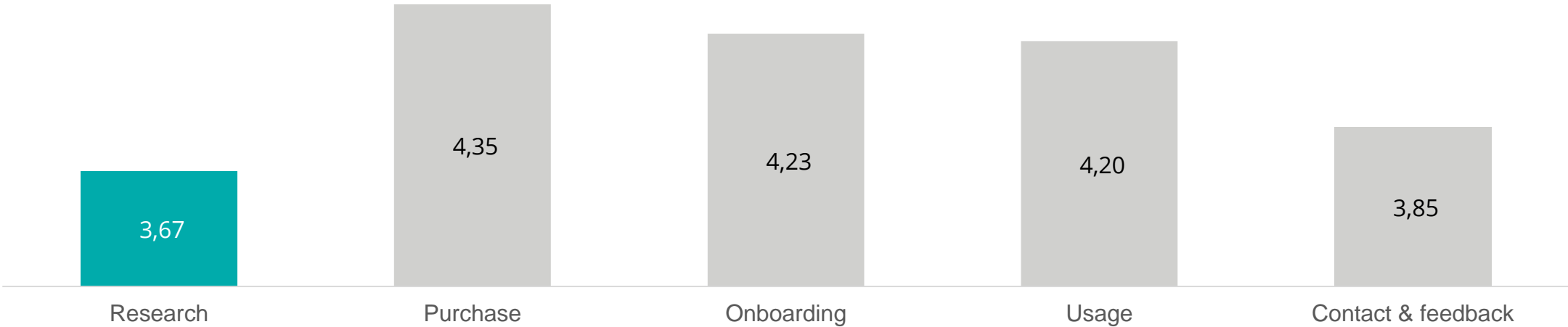
Insurance customer satisfaction, average score



02 Especially, when she tries to decide, what to buy...

By Stage

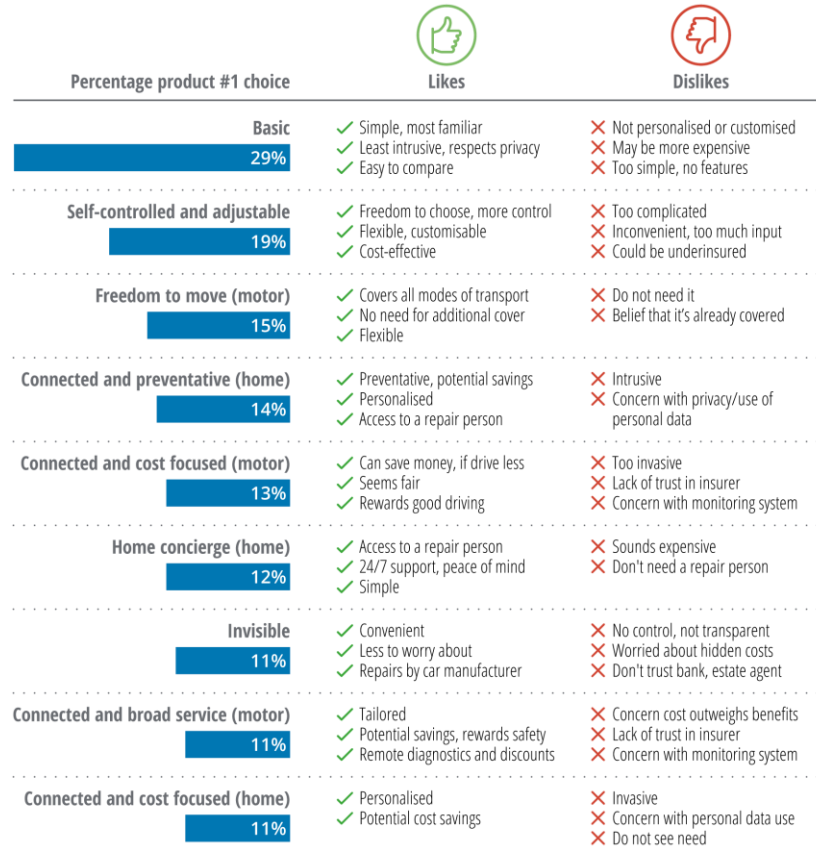
Insurance customer satisfaction, Hungary, average score



03 Hanna just wants Insurance to become „her own” !

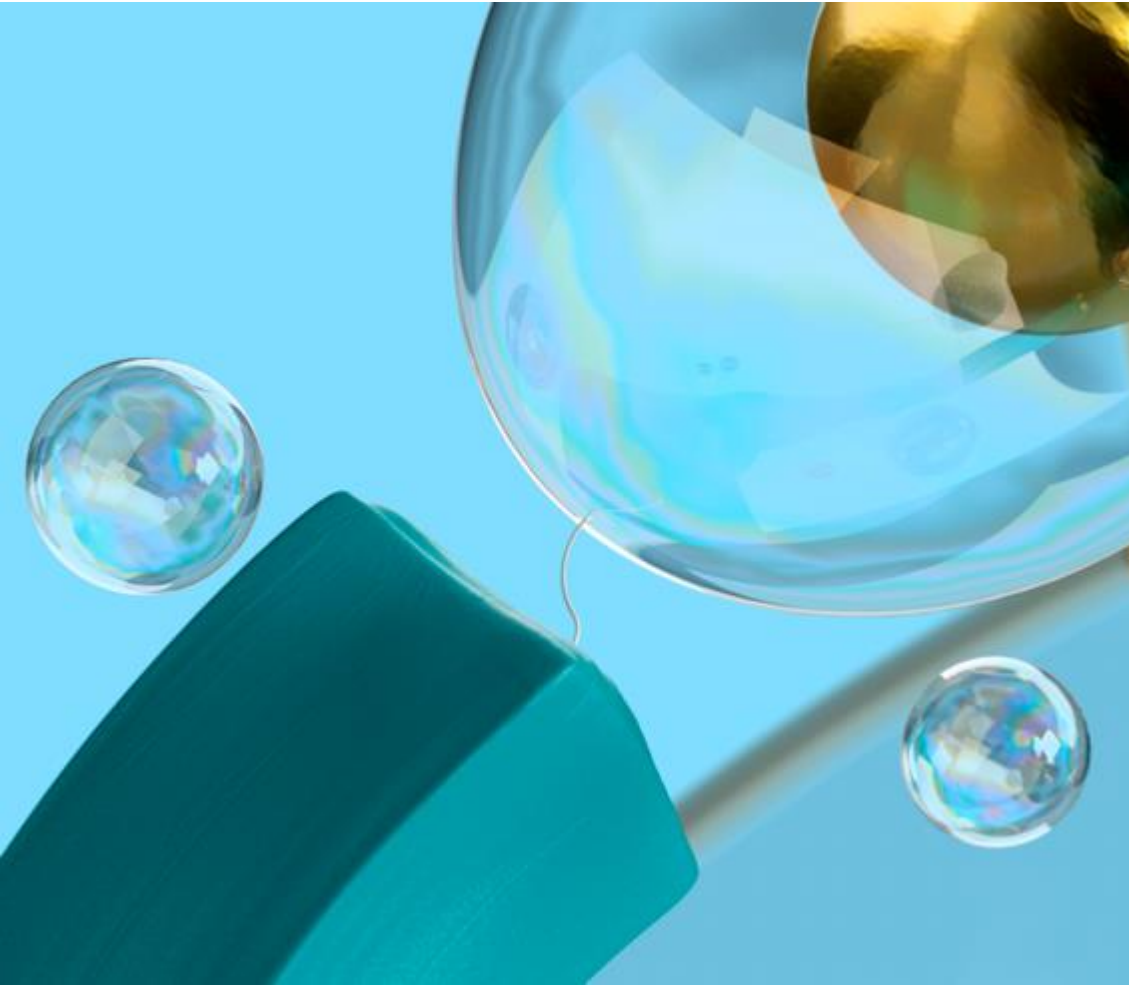
FIGURE 1

Key reasons for liking or disliking products and services



Source: Deloitte analysis based on survey responses. Percentages do not total 100 per cent because basic, self-controlled and adjustable, and invisible products have each been aggregated across home and motor insurance.

Simplicity
Transparency
Flexibility
Data privacy



How will we win a battle for Hanna's heart and wallet ?

- 1 **New Digital products and services**
- 2 **Real time interaction management**
- 3 **Digital sales**

1. New digital products and services

Digital first

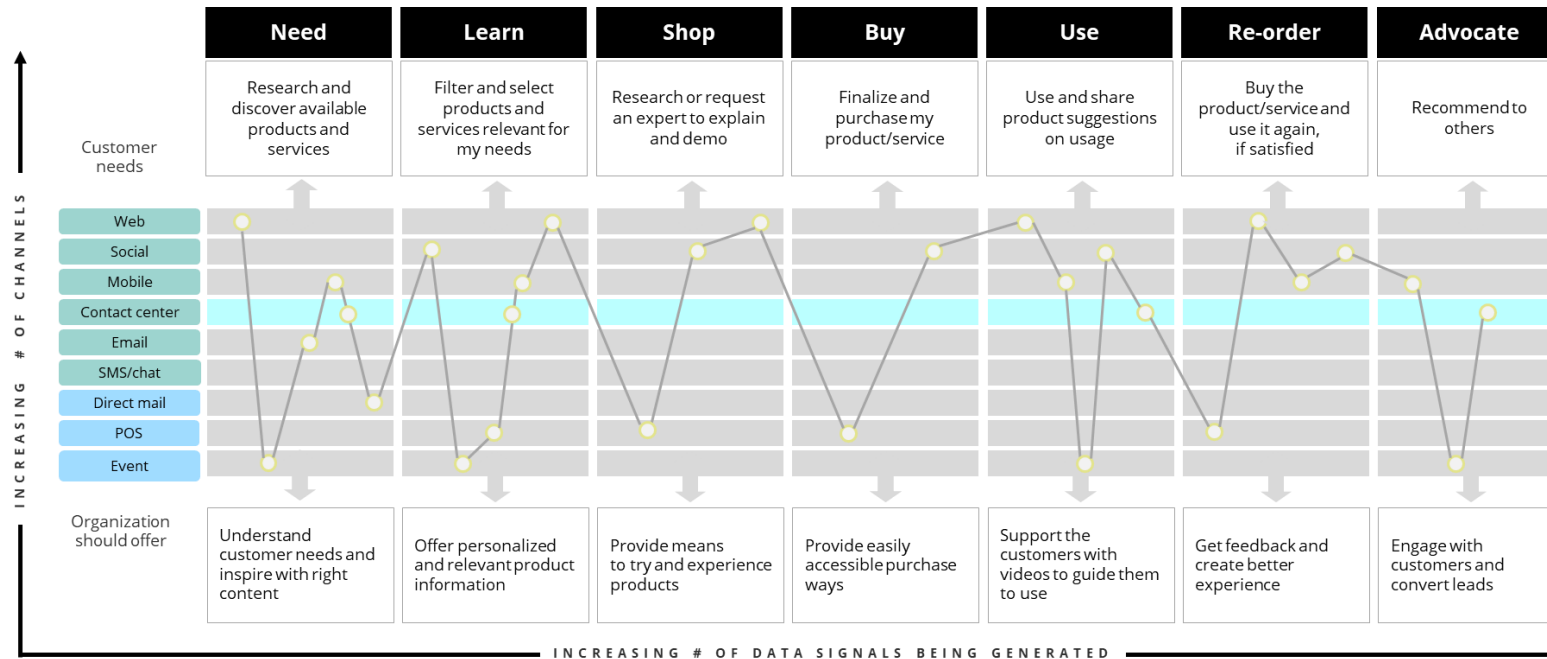
Simplicity

**Products and services outside of
insurance**

Ecosystems & new revenue models



2. Real time interaction management



Tracking customer actions

Managing experience in real time

Personalization, not segmentation

Proactive engagement model

3. Digital sales



Seamless **omnichannel experience**

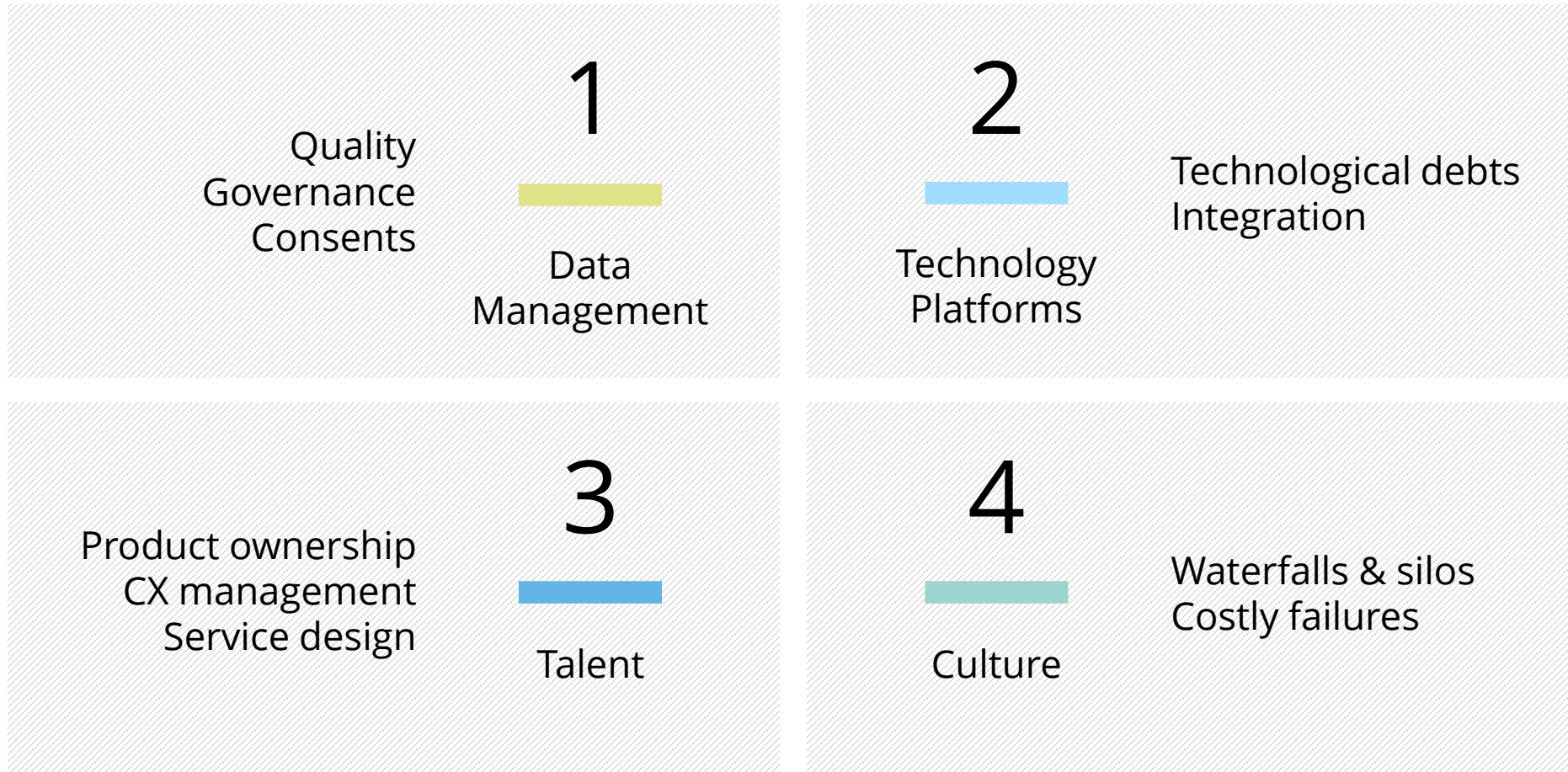
Digital tools for agents

Use **360 customer data and advanced analytics**

External data sources

Channel conflict management

Legacy impedes innovation



How do insurers approach digital opportunity

**Innovate
outside
of legacy**

**Partner with
white label
providers**

**Focus on
core
capabilities**

**Launch
digital
transformation**

Thank you.

Marcin Warszawski

E-mail: mwarzewski@deloittece.com

This publication contains general information only, and none of the member firms of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collective, the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte USA LLP, Deloitte LLP and their respective subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2021 For information contact Deloitte Global.
All rights reserved. Member of Deloitte Touche Tohmatsu Limited