



Insurance in the Digital Age: A Vendor's Perspective

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Introduction



The Global Insurance Market

*“According to Deloitte research, the likelihood of a prospect buying a policy once they apply increases from **70%** to nearly **90%** when digitalization speeds up the underwriting and application process to approximately real time.”*

Adhering to Insurance Regulations



Liferay Insights



Liferay Insights

Survey respondents were comprised of the following company types:

- 60% - **Insurance (Life, non-life)**
- 18% - Brokers
- 9% - Mutual Health insurance
- 7% - Insurance banks
- 6% - Other

Liferay Insights

Among respondents:

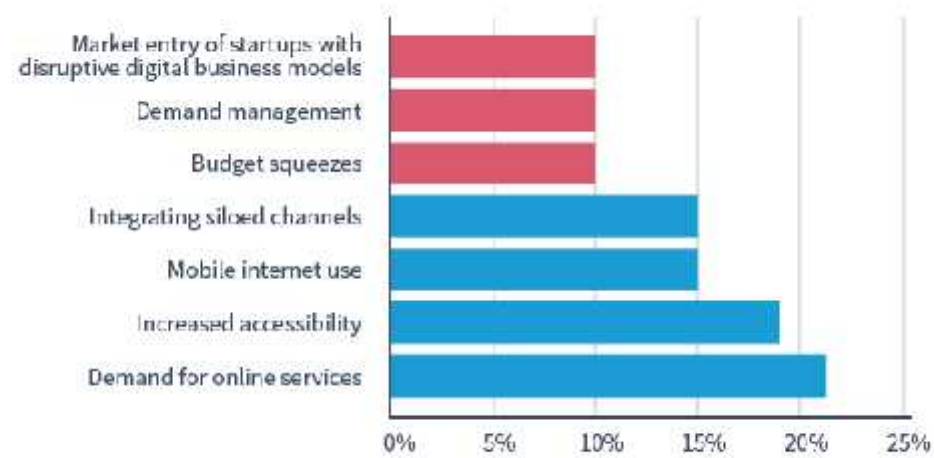
- 53% have a business profile (Sales, Marketing, Communication, Digital)
- 34% have an IT profile (Developer, Technical Lead, etc.)
- 13% are from general management

Liferay Insights

In terms of seniority:

- **45% are in Project Teams**
- 42% are Directors/Managers
- 10% are C-Level/Executive/Vice President
- 3% are Associate/Analyst

Digital Strategy – Key Drivers



Digital Strategy – Overcoming the Tallest Hurdles

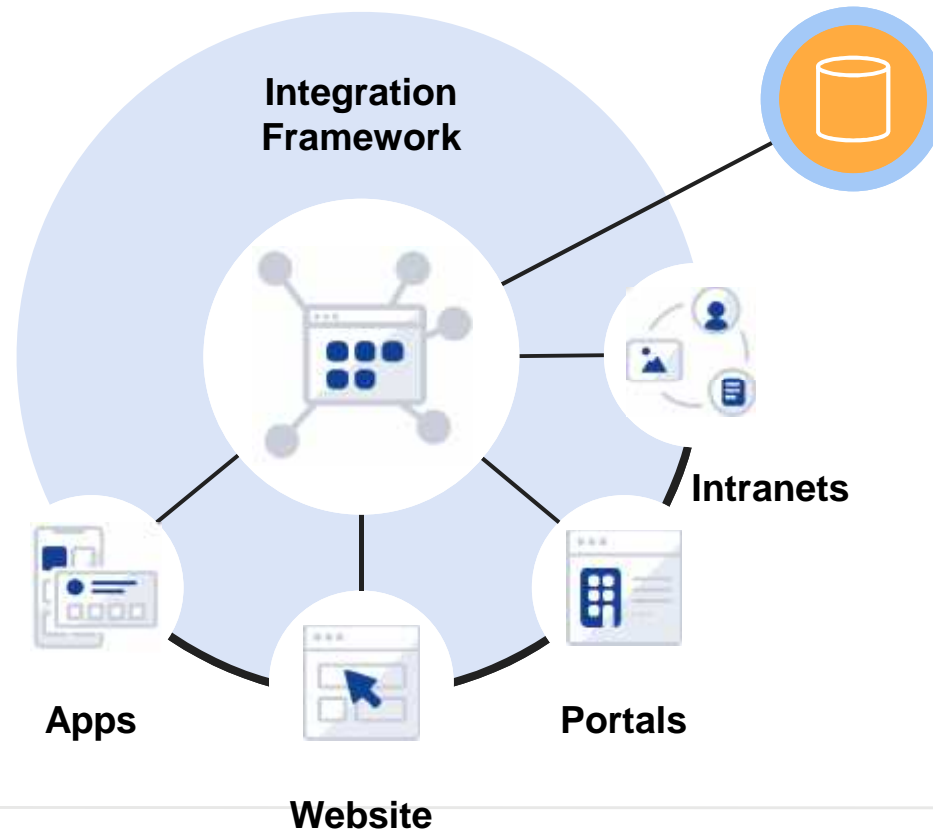


1. Organizational Change

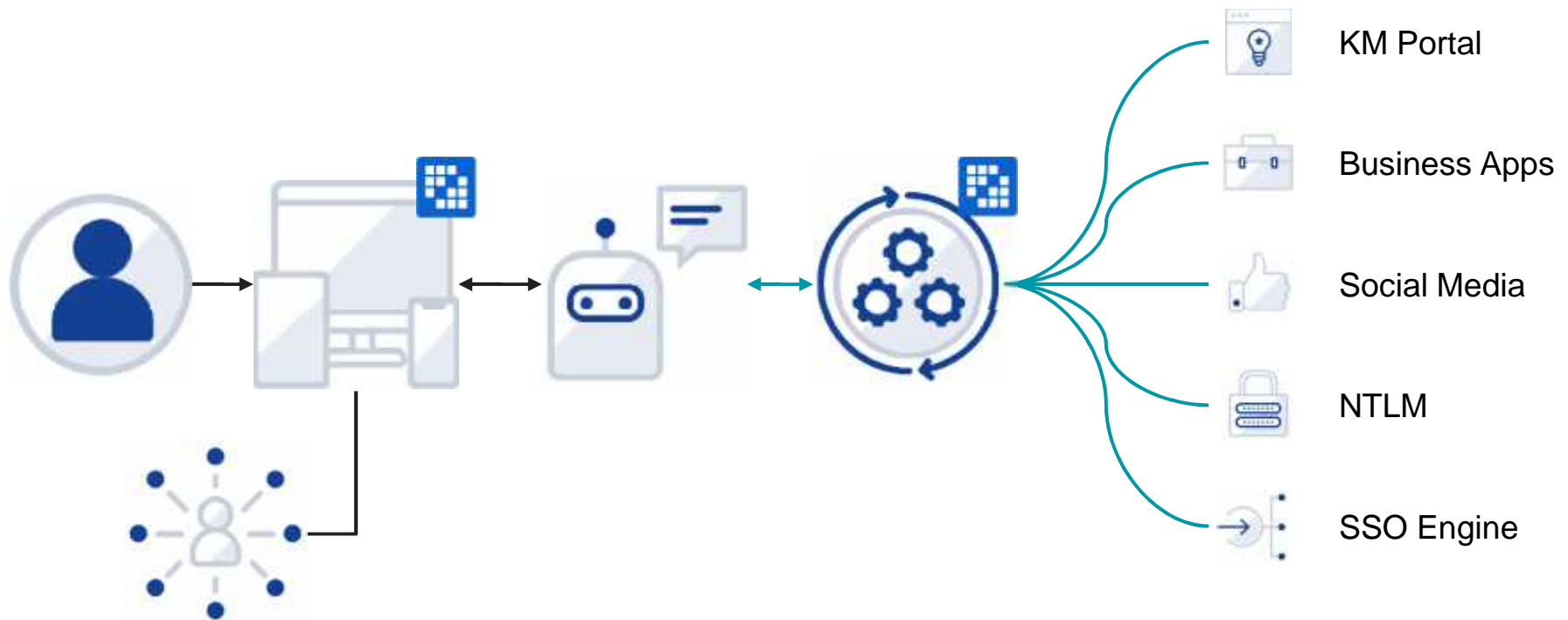
2. Customer Satisfaction

3. Existing Infrastructure

Customer Experience vs. User Experience



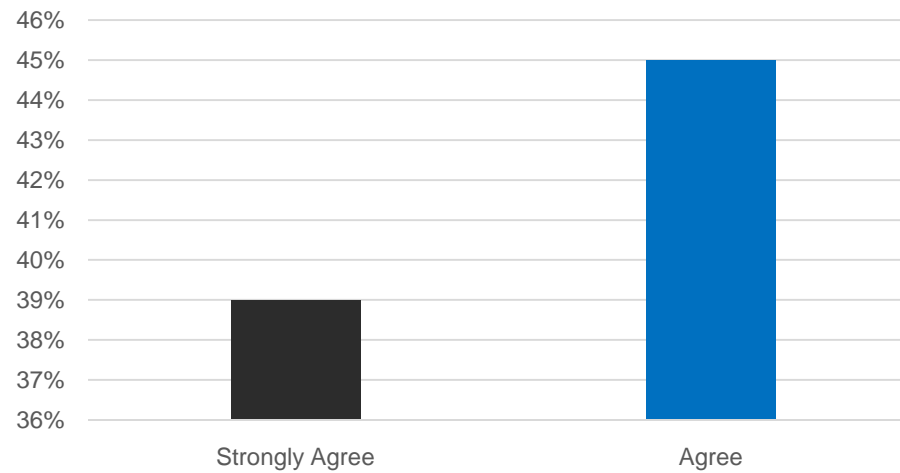
Customer Experience vs. User Experience



Survey results

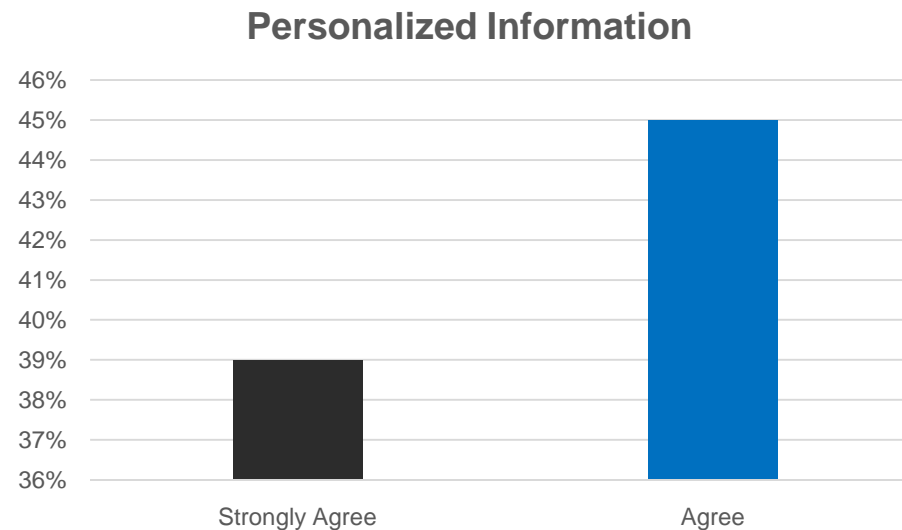
“This includes being able to know customer preferences, see their last interactions and better assess their needs. The ability to catalogue and access preferences and history is a key component in creating personalized experiences.”

Comprehensive View of Customers



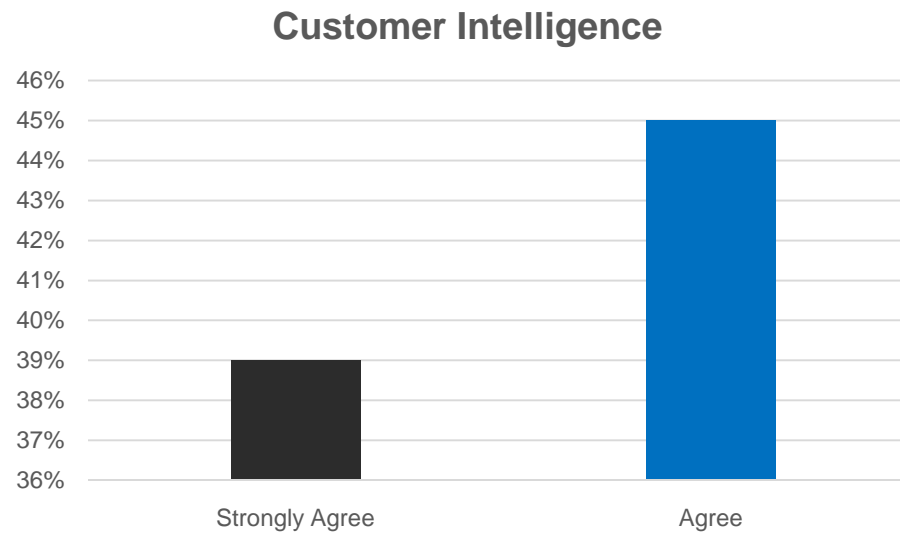
Survey results

“Personalization allows companies to deliver content and functionality in context, tailoring and providing content for each customer for a more successful and insightful user experience. According to research from Janrain & Harris Interactive, 74% of online consumers become frustrated with websites that present them with content that has nothing to do with their interests. This is further compounded when that content is served within a customer service context such as a self-service portal.”



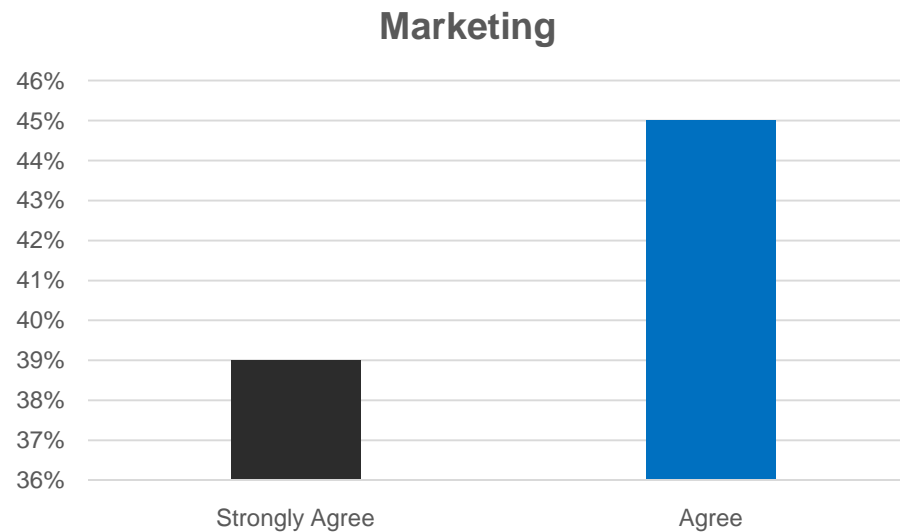
Survey results

“Being able to understand the interests and preferences of consumers is a vital part of company strategies. Better understanding of individual customers will help strengthen targeted marketing efforts for years to come.”



Survey results

“Marketing helps connect insurance companies with the right audience for their service types, ensuring that a company’s customer base not only grows, but also correctly matches insurance provisions to those they best suit. Digital strategies can focus on business operations or the types of services provided, but the inclusion of marketing means these elements also reach those that need them.”



Bottom line: Coherent CX is vital!

According to you, which channel will bring the most business in the next 3 to 5 years?



Creating Mobile Experiences



Creating Mobile Experiences

491138

Submitted on:
2/7/2019 7:51 PM

Policy Number:
A122-333-3761

Name:
Kyle Sanders


Email:
KyleSanders513@gmail.com


Phone:
(303) 722-9023

Claims Detail

Insurance Info | Incident Detail | **Damage Summary**

Condition of Your Vehicle:
Good to drive

Damage Pictures:  + Add

Exterior: 

Activities

Date	Activity	By
Feb 16, 2019	Vehicle Repair Complete	Scott Foster (Agent)
Feb 09, 2019	Estimation complete	Jack Johnson (Claims Adjuster)
Feb 06, 2019	Investigation in progress	Jack Johnson (Claims Adjuster)

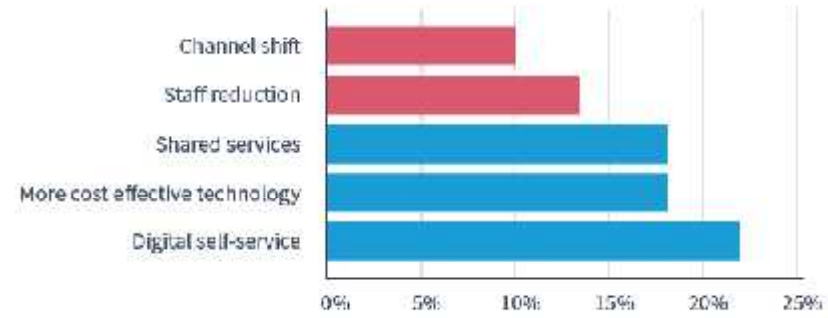
Vehicle Repair Complete

Insured contacted mechanic and completed repair.

Detail below:

Mechanic	Order #	Completed on
Lyons Auto Pro Plus: (310) 887-4567	12PHRPY	02/16/2019 10:51 AM
Cost		

Cost Reduction



Technology Adoption - Collaboration



Technology Adoption – Integration



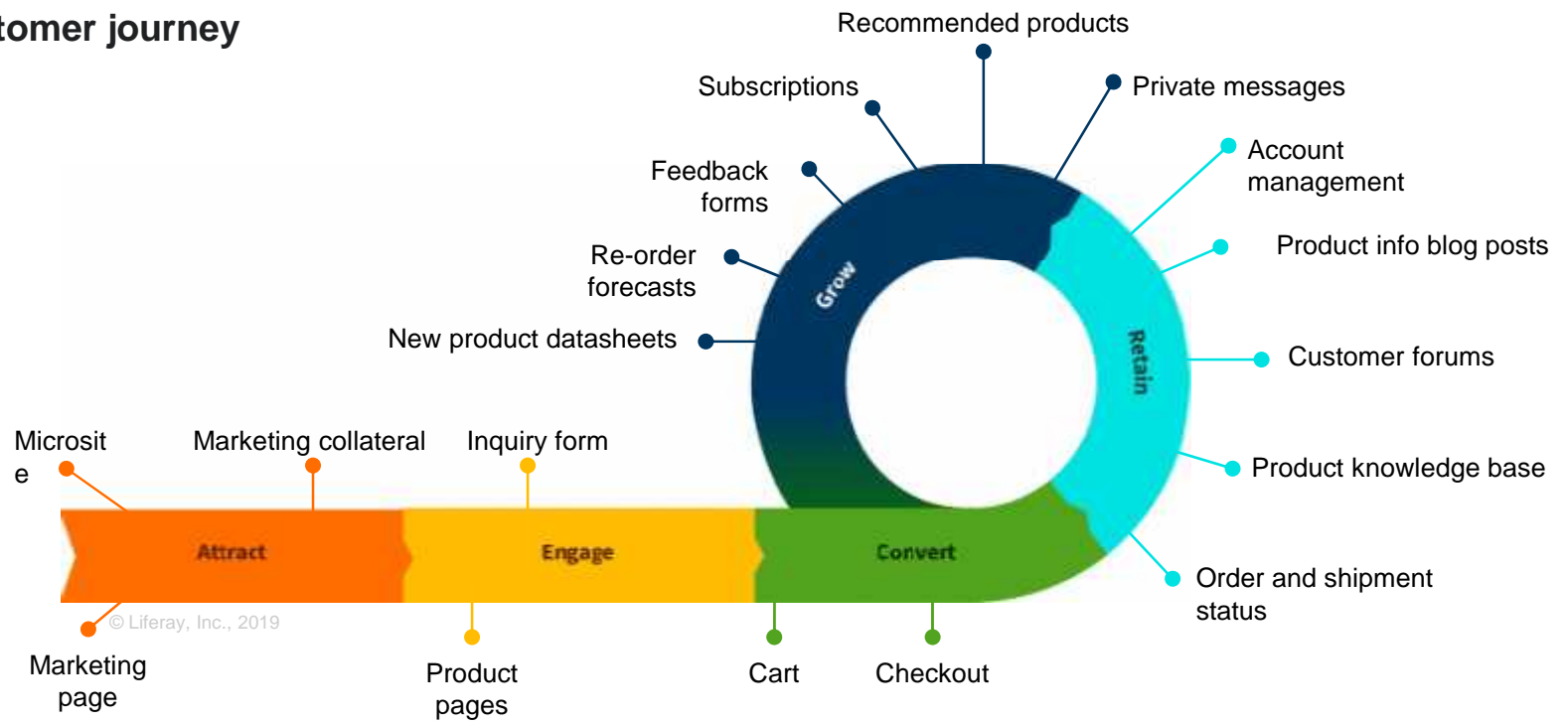
Technology Adoption



Technology Adoption

#commerce #dxe

One platform to build digital experiences across the entire customer journey



Technology Selection – Meeting Customers' needs



Technology Selection - Cost



Technology Selection – Agility & Scalability



The Future of Digital Business



An Evolving Journey - Adopting and Adapting



An Evolving Journey – 4 recommendations

- Communicate to all staff the benefits of providing digital experiences to customers, as well as how those benefits will trickle down to individual staff members
- Absorb digital transformation as part of your organization's core; just like accounting and human resources to keep up with market evolution
- Reassess your organization's focus on marketing to prevent neglecting the internal audience and customers looking for streamlined and personalized digital experiences
- When it comes to technology selection, understand the key expectations that end users have, and opt for a software that eases the process of legacy system integration

Conclusion





A PROPOS DE LIFERAY

LIFERAY

Founded in 2004, with headquarters in Diamond Bar, California, Liferay is a privately owned global company

Location

Global presence with 23 offices in 18 countries

Customers

> 1,300 customers using Enterprise Subscription

Partners

150 partners in 40 countries

Community

5 millions downloads in the world



Liferay vision

“By building a vibrant business, making technology useful, and investing in communities, we make it possible for people to reach their full potential to serve others.”

Liferay Digital Experience Platform

Analyst Insight

Architectural Flexibility for Customized Solutions

“Liferay’s reference customers appreciate that Liferay DXP’s architectural flexibility allows them to build customized experiences by incorporating external business applications and API-driven development approaches.”

- Gartner - Magic Quadrant for Digital Experience Platforms (2019)

Continuous Open Source Innovation

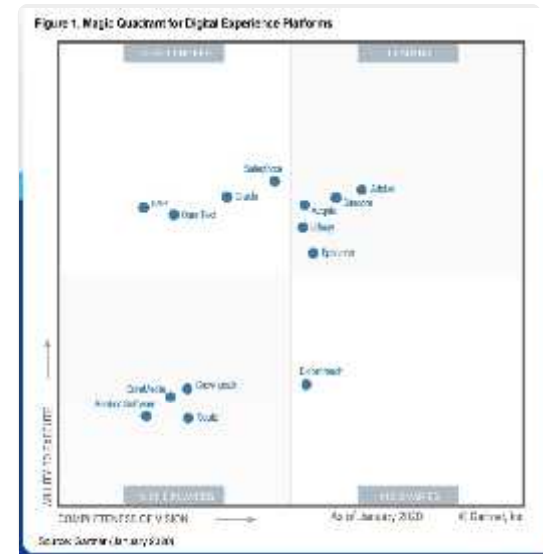
“Customers benefit from Liferay’s active open-source community, which continuously contributes product improvements and implementation ideas for a variety of use cases to the vendor’s application marketplace.”

- Gartner - Magic Quadrant for Digital Experience Platforms (2019)

Highly Rated Customer Support

“Technologists in organizations that truly exploit Liferay highly rate its user communities and technical support.”

- Gartner - Magic Quadrant for Digital Experience Platforms (2019)



Liferay est nommé Leader pour la 10ème fois dans le Gartner Magic Quadrant pour Digital Experience Platforms 2020.

Au-delà de 1 300 entreprises ont choisi Liferay



Banking



Healthcare



Government



Retail



Manufacturing



Insurance



BOSCH

Britam
With you every step of the way

 **suez**



 **SOCIÉTÉ GÉNÉRALE**



AIRBUS

ooredoo




SAINT-GOBAIN




Volkswagen

Vitality



 **edf**



 Liferay

3 cas d'usage phares de Liferay

1. Sites web publics

A travers un site internet national et 35 sites régionaux, la MSA, deuxième régime de sécurité sociale en France, offre de nombreux services en ligne accessibles à tout moment pour 5,4 millions d'adhérents agricoles.

Parmi les services disponibles : actualités, fiches pratiques, informations par typologie d'adhérents : particuliers, exploitants, entreprises, partenaires.

Valeur ajoutée :

- Sites web intuitifs, adaptés aux smartphones et tablettes
- Contenus spécifiques selon la caisse régionale
- Gain de temps grâce aux démarches en ligne



2. Portails clients

CNP Assurances, entreprise du groupe Caisse des Dépôts, est le premier assureur de personnes en France et le sixième en Europe. CNP Assurances répond aux demandes de quelque 14 millions d'assurés dans le monde en matière d'assurance-vie, d'épargne, retraite et de 27 millions pour la prévoyance et la protection.

Parmi les services disponibles : gestion fine des contenus, Forum permettant les échanges avec les utilisateurs,

Valeur ajoutée :

- Accès facile à l'information recherchée
- Réponse rapide aux clients dans les délais fixé
- 350 produits d'assurances, 14 000 fiches d'information
- 1500 utilisateurs quotidiens



3. Portails Partenaire

Toute fusion d'entreprise apporte son lot de défis. Chez Humanis, l'intranet collaboratif déployé avec Liferay représente un véritable levier de convergence vers une culture d'entreprise commune.

Parmi les services disponibles : portail intranet collaboratif,
Accès aux contenus, outil de communication interne

Valeur ajoutée :

- 8000 utilisateurs et 1 700 000 visites par an
- Une quarantaine de communauté
- Un réseau Social Interne





Thank You