

GROW REVENUE, CUT COSTS
& WIN LOYALTY

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MOBILE OPPORTUNITY AREAS FOR INSURERS

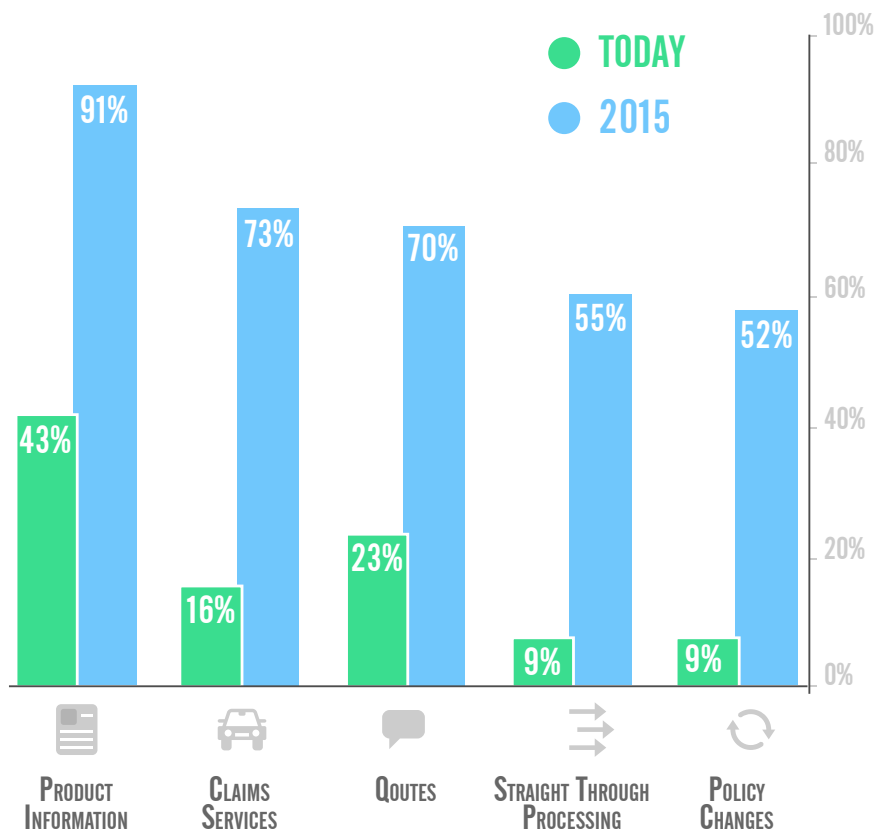


23% of respondents in the survey say that they have either already used or are interested in using mobile for their insurance activities. In Western Europe, about one in five respondents are interested.

'The State of Mobile Insurance in 2013' survey conducted by Forrester Research.

Clearly there is a growing interest among customers in using their smartphones and tablets for a wide range of insurance related activities—from paying bills and managing policies to checking a claim's status. For insurers, embracing mobile is no longer a choice, but a necessity. A robust business case can be made for mobile, not only to reach where their customers are or will be in future, but also to answer the difficult set of challenges created by a shaky economy, increased regulation and changing consumer expectations. As mobile devices and apps grow into a potent business channel, insurers are increasingly focusing on mobile technology to cater to the changing preferences of their current and prospective customers and to exploit the potential opportunities to gain a competitive advantage.

BY 2015 WHERE WILL INSURERS FOCUS IN MOBILE TO DEVELOP POSITIVE CUSTOMER EXPERIENCES?



Source: World Insurance Report, 2013

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MOBILE

OPPORTUNITY AREAS

FOR INSURERS



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CUSTOMER SELF-SERVICING

The first step towards mobilizing your company, its products and services, is to build customer self-servicing solutions. With mobile devices becoming ubiquitous in personal lives and a growing consumer population interested in getting services on mobile, it makes perfect sense for insurers to take their products and services to the customer's device. Insurance companies can use self-servicing apps to enable customers to:

- Get information on various products offered by the insurer.
- Search for agents by zip code and book appointment with them.
- Conduct self-risk assessments using calculators to determine human life value and insurance coverage needs.
- Get quotes by filling-in details.
- Buy insurance products and pay premiums.
- Look up policy information.
- Get alerts and reminders on policy renewal, policy modifications and premium payments.
- Submit an insurance claim.

Among surveyed insurers, 43% said they provide information on products/services through mobile now, and another 48% said they would do so in the next two years.

- 2013 World Insurance Report

BENEFITS

- Provide anytime, anywhere services to customers.
- Reduce customer-servicing costs by mobilizing processes.
- Cross-sell/up-sell through personalized recommendations.
- Ensure that your customers renew policies on-time.

The very nature of an insurance agent's job requires him or her to hit the roads regularly—creating & managing leads, doing presentations and filling-up activity reports as he travels meeting clients. Today's new sales environment demands your insurance sales agents to deliver value messaging and make their pitch based on facts & data with financial justifications to create a favorable impression. Insurance agent solutions provide prompt access to corporate data, sales materials, CRM and collaboration tools, etc., on the fly to personalize presentations, seal deals and utilize his or her time optimally. The insurance agent's app can provide

- **Activity dashboard:** Agent focused dashboard that visualizes KPIs.
- **Customer and lead management:** To manage customer appointments and monitor leads.
- **Instant quotes:** Provides quotes and showcase benefit to customers.
- **Agent sales enablement:** Check emails, connect with the office through internal collaboration tools, create and personalize presentations as per client's needs and access training materials and reference literature.

Twenty-seven of the top 100 life insurance companies have apps for agents and producers. This is more than double the number of insurers that offered apps in 2011.

- Celent

BENEFITS

- Your agent gets more productive by reducing his non-selling activities.
- Personalize and create impressive presentations for clients.
- Up-sell/cross-sell through recommended suggestions.
- Dashboards on key metrics to help him focus on the critical tasks.

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CLAIMS MANAGEMENT

Claims processing is time consuming. A quicker claims processing rate has emerged as a key influencer for customers when making buying decisions. Insurance claims management apps can help you speed-up claim processing, help you outshine competitors and attract new customers. A claims management app may have the following functionalities:

- **Report claims:** Report the first notification of loss or accident to the company.
- **File claims:** Submit claims and other details from the accident sites by taking pictures of the damaged car.
- **Medical and repair assistance:** Get information on hospitals, towing and car rental services by using the phone's GPS and contact them through the app.
- **Track claim status:** Check the status of your claim.

For every dollar collected in premiums, insurers, on average, spend 61 cents on claims pay-out and 13 cents on claim expenses. Mobile solutions can reduce loss adjustment costs by offering convenient claims self-service tools.

- World Insurance Report

BENEFITS

- Cut your claim processing time and create a better customer experience.
- Drive efficiency for your claims executives.
- Reduce customer servicing costs to improve profitability.
- Monitor and review performance to streamline processes.
- Attract new customers with a low claim-processing time advantage.

While there has been a lot of focus on implementing mobile solutions in customer and sales centric processes, insurers often overlook the fact that mobility can also have a telling effect on operation process automation and optimization. Underwriting mobile solutions can streamline and automate the process of risk assessment by instantly capturing a potential customer's data, evaluating a customer's coverage eligibility and determining the premium rates. The solution may offer the following features:

- **Customer risk assessment:** Instant information on a customer's data for risk assessment, commenting and approval by underwriters.
- **Contract agreements:** On approval, contract agreements can be sent to a customer's site for his instant agreement and confirmation through digital signatures.
- **Policy issuance:** Once the customers have agreed to contract terms and paid premiums, a policy can be immediately issued to him.
- **UBI Telematics:** An on-board telematics device can be connected to the car which then relays information on time, distance and speed, etc., to the insurer. This helps insurers price their pay as you drive (PAYD) insurance products.

STP (straight through processing) allows insurers to complete sales quickly and efficiently, and falls into the 'must-have' category. Only 9% currently offer STP via mobile, but 55% will in two years' time.

- World Insurance Report

BENEFITS

- Dramatically reduce your policy underwriting time.
- Accelerate the sales cycle process.
- Reduce customer servicing costs to improve profitability.
- Attract new customers with instant-buy and usage based products.

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MARKETING

Mobile apps can be an excellent tool for insurance marketers to reach their target audience, create personal connections with them and promoting their brands in an engaging way. With insurance being a low-interest, push product, mobile provides an excellent opportunity for marketers to engage with their customers in an interesting way, create relationships, and build trust so that when the need arises your brand is at top-of-mind for consumers. Mobile marketing solutions for insurance companies will include:

- **KPI dashboards:** marketing focused dashboard displaying key data for internal use in the company.
- **App analytics:** To help consumer behavior and needs assessment.
- **Targeted advertising:** Push cross-sell recommendations, pre-approved online discounts, etc., based on consumer segmentation and demography.
- **Games:** Build mobile games based on the theme of your products and enhance customer engagement and experience

For 52% customers, brand reputation is the most important selection criteria in buying an insurance policy.

- Insurance Consumer Survey

BENEFITS

- Build a direct, personalized communication channel with customers.
- Dramatically improve customer experience and loyalty by frequently engaging with the audience.
- Increase sales through cross-sell and personalized recommendations.
- Improve analytics-led decision making and marketing strategies.
- Customer sentiment & interest monitoring to influence buying decisions.

CRITICAL SUCCESS FACTORS FOR IMPLEMENTING MOBILITY IN INSURANCE





DEDICATED INTEGRATION ARCHITECTURE

Build a robust architecture that connects mobile solutions with the legacy enterprise software and systems.



USER-FRIENDLINESS

A key factor in mobile adoption and usage is user experience and interface. Build a user-friendly interface that provides easy user interactions.



SCALABILITY

Your mobile solutions, particularly customer-facing ones, need to be scalable to support high usage. Also, it should be compatible to all popular mobile operating systems to attract a wider audience.



DATA SECURITY

Your mobile solutions will enable storing and distribution of customer and corporate data. It is of utmost importance that you have robust data security in place to protect it against unauthorized access and loss.



THIRD-PARTY INTEGRATION

Insurers also need to make sure that their mobile solutions are easy to integrate with third-party service providers, such as hospitals, car repair and rental facilities, etc.



TECHNOLOGY PARTNER

Look for a technology partner with an established reputation to build and integrate mobile solutions at the enterprise level. Your partner should have deep domain expertise and experience to oversee the entire lifecycle through mobile strategy, execution and operations support to meet all your needs.



TRAIN & EDUCATE

For solutions for internal usage, organize training sessions for your employees and encourage adoption by sharing success stories from people who are using these solutions.

IT'S JUST THE BEGINNING

Mobile insurance solutions adoption and usage is still at its infancy. Insurers have to move beyond limited mobility efforts to encompass products, process and people to step up to the next level of mobilization. With customer expectations rising fast and with businesses across all sectors and sizes going mobile, insurers have to keep up with the shift. Decision makers have to draw a comprehensive mobile strategy by smartly prioritizing the areas around which mobile solutions can be built by understanding the pain points of their employees, tracking consumer behavior and identifying process automation and optimization opportunities. Attention to the critical success factors discussed earlier should be at the heart of a successful mobile strategy to achieve the triple goals of revenue growth, cost-cutting and customer loyalty.

About [x]cube LABS

Headquartered in Dallas, U.S, [x]cube LABS is a leading enterprise mobile consulting company. With expertise across all the major mobile platforms, [x]cube has delivered over 500 apps till date and has an enviable client list comprising of some of the biggest Fortune 500 businesses like Amazon, GE, Nokia, CBS, DreamWorks, Pearson and UHG etc. [x]cube also owns two premium intellectual properties in Instasense and Adbient. InstaSense is a context aware platform used in building location and situation aware apps whereas Adbient is a media & marketing planning solution. Perfect understanding of the mobile technology space complemented with the capability to deliver end-to-end solutions and expertise over industry vertical solutions makes [x]cube the perfect mobile consultant of choice.

To explore mobility opportunities in your enterprise with our experts, please feel free to contact us at:
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