

## Are you ready for Next Generation Insurance consumers?

The proliferation of social media and heightened competition in the insurance market are forcing carriers to explore new avenues to attract and maintain long term relationships with prospective customers, especially from Generation Y. The next generation of insurance consumers have grown up as technology natives and demand immediate gratification from the firms with which they choose to do business. Their buying decision is mostly influenced by the community discussions in social media sites, which has become the mainstay of social interaction. Even with increased spending, the impact of traditional advertising is dwindling in part due to increases in social channels and general customer fragmentation.

While it is true that carriers have invested heavily in automation, the investments have been on mainframe systems capable of handling large scale processing of bulk renewals and monthly billing, with limited web technology integration. Though carriers envision new innovative processes, their backend systems do not lend themselves to easy integration with real time online processes, resulting in clumsy websites which require multiple sessions to complete a transaction, call outs to service centers and costly manual intervention.

With social media having grown into a powerful force to engage and nurture long term relationships (at last count there were over 500 million users on face book!), carriers cannot be complacent about adapting their processes and systems to reap the benefits of this new paradigm called next generation insurance. We see three core challenge areas that carriers need to overcome to do business in this new paradigm:

### Online audience attraction challenges

- Ineffective leverage of Social Media capabilities
- High attraction costs
- Ineffective leverage of multi channel content
- Limited social media analytics
- Inefficient paid media/ natural search limitations

### Online acquisition challenges

- Poor user experience
- Complicated processes
- Ineffective lead management
- High abandonment
- Low conversions

### Contact center challenges

- Inefficient transition from web to contact center (co-browsing) and vice versa
- Limited knowledge management capabilities

## To overcome these challenges, an integrated transformational approach is needed

Most large carriers have tried to acquire social media based sales capabilities with limited success due to one dimensional or fragmented approaches. We strongly believe that social media sales challenges can be overcome by using a comprehensive approach and focusing on two fundamental areas

### 1 Attracting customers by enhancing the carrier's social media presence and search engine placement through enhanced ability:

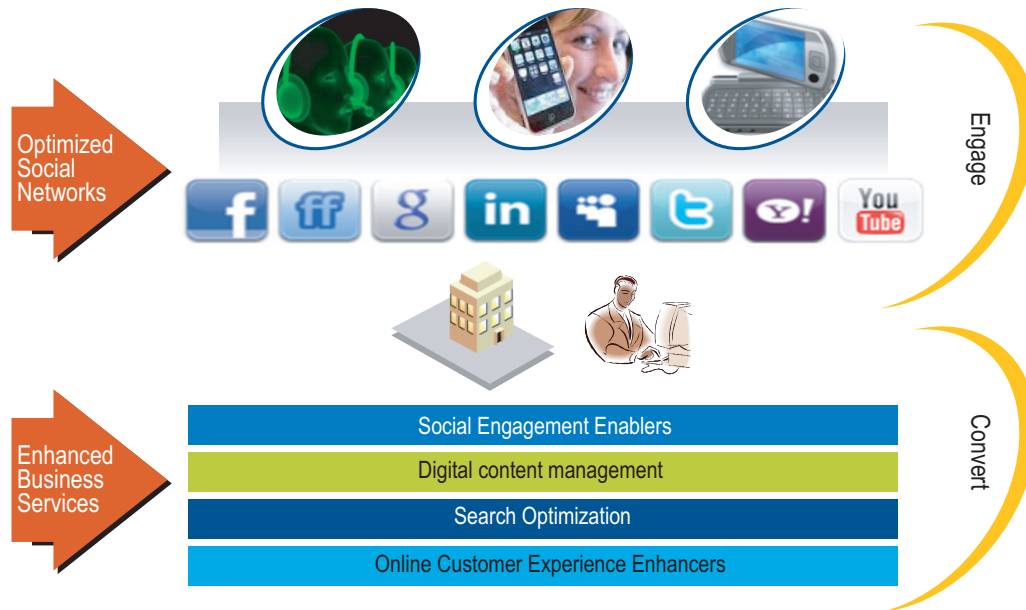
- to successfully engage in social media on a long term basis and track online marketing initiative effectiveness through state of the art listening and analytical capabilities
- to create and manage content for multiple digital channels and integrated campaigns
- to reach potential customers anytime, anywhere, with consistency
- to maximize "find-ability" for lowest cost through search engine optimization

### 2 Improving the online experience with advanced lead management and no-touch sales to issue processes through:

- Simplified application process through eForms
- Seamless integration with back-end applications for real time experience and automated underwriting
- Seamless navigation from web session to contact center and vice versa
- Real time tracking of customer behavior online and capturing relevant information for identifying key trends and enabling pre-defined responses

## Infosys INS DCS MAX offers a comprehensive approach that gets results

Infosys INS DCS MAX (Insurance Direct Channel Sales Maximization) offers a suite of core strategies and enablers that compliment carriers' existing capabilities in social media and online acquisition, leveraging backend systems and the carriers' web presence. The solution enables a carrier to create a consistent public online presence and engage with prospective customers, implement true one touch (or no touch) processing, enhanced quoting speeds and the kind of real time on line experience that leads to web sales success. In addition, INS DCS MAX provides insight into customer preferences and buying behavior.



## Value Proposition

INS DCS MAX offers insurance carriers a revolutionary approach for shifting the online paradigm in their favor, appearing in the top tier of natural search results and maintaining a robust presence in social media circles; thereby extending their brand in a controlled and effective manner, to new, otherwise unavailable, customers. The key metrics impacted include but are not limited to:

- Increased brand awareness and positive sentiment
- Increased quality leads
- Increased campaign efficiency & cost effective media leverage
- Improved conversion ratio
- Increase in direct channel sales ratio
- Improved scores on CSAT

For the next generation of insurance consumers, INS DCS MAX offers a superior buying experience with consistent & effective social media interaction, quick and easy, once and done quoting processes, and support layers of listening and seamless intervention.

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DRIVEN BY VALUES

## About Infosys

Infosys provides its clients with business and technology consulting services that deliver measurable business value to help you build tomorrow's enterprise. Through a well-integrated end-to-end range of consulting, technology, engineering and outsourcing, Infosys clients derive the business value they've always been requiring from enterprise transformations. Our extensive research teams, including the award-winning SET Labs, ensure Infosys solutions are always cutting-edge and relevant. Our high investment in training – over 10,000 graduates a year pass through our Mysore campus, the world's largest corporate university – ensures our people stay best-in-class. Infosys (NASDAQ:INFY) also believes in giving back to the communities with scholarships, libraries, schools, and many other fields through the Infosys Foundation.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

[www.infosys.com](http://www.infosys.com)

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