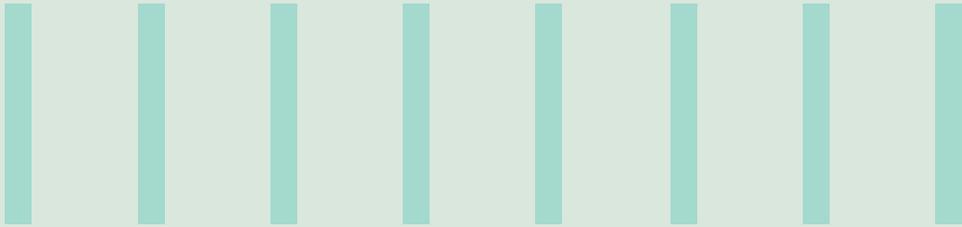




PERSONALIZED INTERACTIVE VIDEO FOR INSURANCE





Introduction

Engagement is probably one of the clichéd yet powerful words in terms of relationships. It is the process of touching people's lives. Engagement is the ground on which loyalty and reputation grow unperturbed and hence, holds the key to all relationships.

With this premise in mind, we would like to talk about the Personalized Interactive Videos (PIVs) which is one of the most

powerful and evolving digital customer engagement methodologies being employed by the industries. In the insurance context, assurance is a major concern from both sides and thus, arises the need for customer engagement.

Sight or vision is the dominant sense for most of us and hence we believe what we see, more than anything else. What if someone adds another flavor of interaction to this? When we interact, we

get directly involved and feel included which leads to the concept of 'active engagement'. Active engagement helps the customers or even prospective leads find meaning to the relationship and instills a sense of 'having a say' in the proceedings.

To understand the concept of active engagement, let us go into a step-by-step process which will help capture the essence of active engagement.

Personalized Video (PV)

Personalized video is content that is customized and made relevant to the target audience groups. It merges data and video to deliver great experiences that wows customers, prospects and influencers. From insurance perspective, personalized video can be presented to involve the insurance prospect/customer, based on which phase of the insurance lifecycle, the customer is present currently.

For e.g. it will be apt for a prospect, who has gone through a quoting process online or via agent, to receive a PV about the quote details. While, for an existing customer, whose policy is nearing the expiration date, sharing a PV about the renewal process will be more appropriate.

What is a Personalized Interactive Video (PIV)?

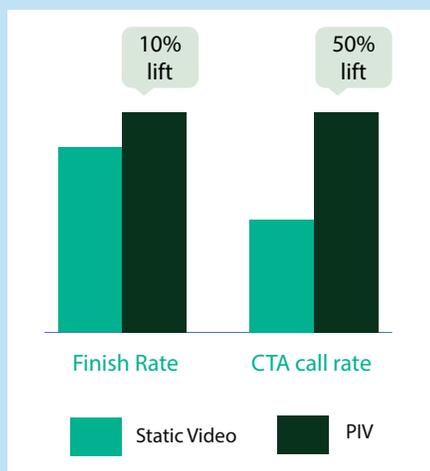
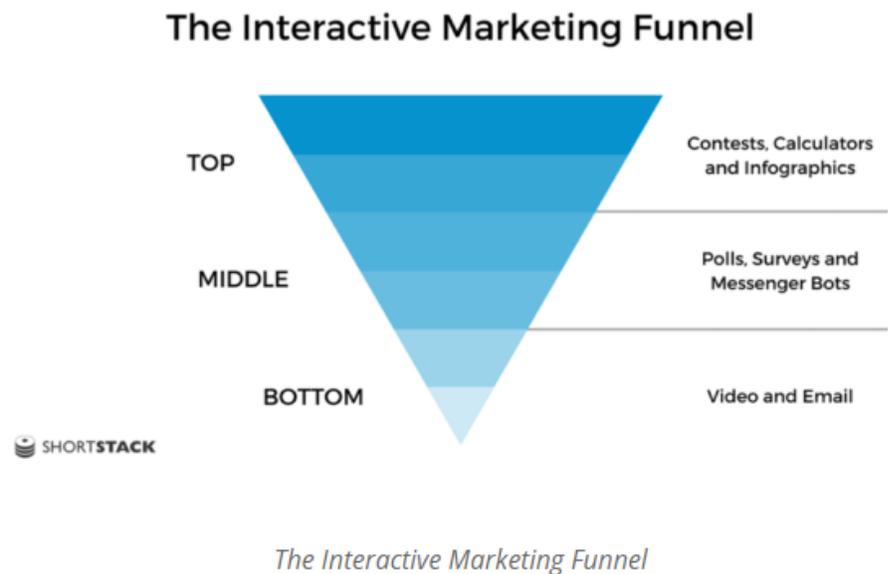
A PIV is a concept where we combine the experience of a personalized video and interaction, that leads to active engagement. While a personalized video delivers a message appealing to your dominant sense, the personalized interactive video would also provide you with the opportunity to view and

understand more on the topic. It can do so by providing active content within the video or by directing you to a different website with the related content. PIVs instill the sense of involvement that leads to deeper relationships. They will effectively play a major role in increasing the depth of customer engagement, which is directly proportional to the brand lift, thus, increasing brand affinity and brand

advocacy.

Let's take the example of a personalized video for the quoting process and add a link to finalize the policy purchase with a quote at the end of the video. This simple addition to the personalized video makes it interactive at a basic level, as the user has an option to click on active content from the video itself and choose to act.

Below is a picture referring to the effectiveness of interactive marketing by categorizing them in different slots -



Another statistic observed by SundaySky is that a PIV leads to a 10% lift in finish rates and up to 50% finish rate in CTA when compared to static videos. These metrics bring out the contextual relevance of PIVs as well as the fact that PIVs are emotionally engaging.

Insurer's challenges:

Today, globally insurers are surmounted by the below challenges:

- Choosing a right strategy to improve their top line growth can be a game changer for them. Reduction in operation costs required for sustenance and growth in the industry are the dual mandates involved
- Winning customer's trust is a major ingredient for customer retention. Frequency/relevance of communication and level of service received were few of the top concerns compiled by a third of insurance consumers globally
- Digital adoption is lesser in the insurance industry
- E-mail and postal correspondence leads to the perception that the insurance company is not digitally savvy
- The advent of Insurtechs has made

it almost mandatory for traditional insurance companies to embrace latest technological advancements, if they want to remain competitive in market

Insured's concerns/challenges:

- The insurance prospects are approached by too many intermediaries and they are hence not able to trust or choose the best for them
- Today's insurance customers, mostly millennials, expect personalization in terms of insurance products and communication, and look forward to investment advice suitable to their personal needs
- It is also observed that a major source of customer frustration is when the policy coverage is unclear
- Policies are rarely read or understood by customers as they generally consist of terms not easily understood in layman terms

Advantages of personalized interactive videos for insurance

The PIV addresses most of the above challenges faced by the insurers and insureds. In addition, they also provide the opportunity to cross-sell/up sell another coverage/insurance while the video is being played. Key advantages of personalized videos are listed as below:

- **Active Engagement:** With personalized video you can connect with each individual by weaving unique details into a video. Adding personalization is how you can create a unique user experience and indelible impression with your audience. It also provides a pathway to deeper engagement with insurer's brand, through hyperlinks to the customer portal and blog.
- **Showcase your data:** Interactive infographics and personalized communication using customer's data makes the customer the true start of the story to be told by the PIV
- **Educate vs Pitch:** Customers no longer enjoy it when they are pitched straight up but rather want to learn more about the process in an easy manner. PIVs don't just push the customer lead to buy something but rather explains the customer/lead involvement using a brief video journey.
- **Ease of Understanding:** It can explain the insurance jargons/terms and conditions in a simplistic manner to eliminate any kind of complexities. The relatable voice in the PIV quickly engages its viewers.
- **Conversion Improvements:** Attention and interest of prospects and customers can be harnessed if they feel involved. Interactive Infographics serve this purpose. Once you grab their attention and interest, a conversion is much more likely to follow.



Impact of videos on customer purchase

Research has shown the following trends about online videos and their impact on customer purchase:

- More than 78% of customers will only pursue offers if they're customized to previous engagements with the brand
- Salesforce's Fourth Annual State of Marketing Report shows 52% of consumers, as well as 65% of business buyers, will switch brands if they don't receive personalized communication
- People spend 2.6 times longer on pages with videos than those without one

Future scope for PIV in Insurance space

The future of the digital world would be a symbiotic relationship between a customer and a business owner, especially in the domains where trust has not been a historically strong forte, which brings us to the world of insurance. One way to personalize the experience for a prospect is to let them pick their own journey with interactive videos.

Research states that video consumption by individuals today is around 62% and will increase to 90% soon. So, PIVs can play geography agnostic roles in customer engagement in insurance.

PIVs can be created and sent to the intended audience for different phases across the

life cycle of insurance processes; quote, customer onboarding, policy purchase, policy document understanding, policy endorsement, policy renewal, claims, etc. Based on the phase of the lifecycle, the insurer can create a touchpoint with its prospect/customer.

On an average, there can be around 12 to 15 use case scenarios for an insurer where PIVs can be widely used. The average time taken to create 1 use case video (including script creation/optimization, video creation, feedback incorporation etc.) is around 1 week.

So, given the geographies and touchpoints available, there is a huge scope for the creation of PIVs, which can provide a tailored experience for individuals.



Key elements for success in PIVs

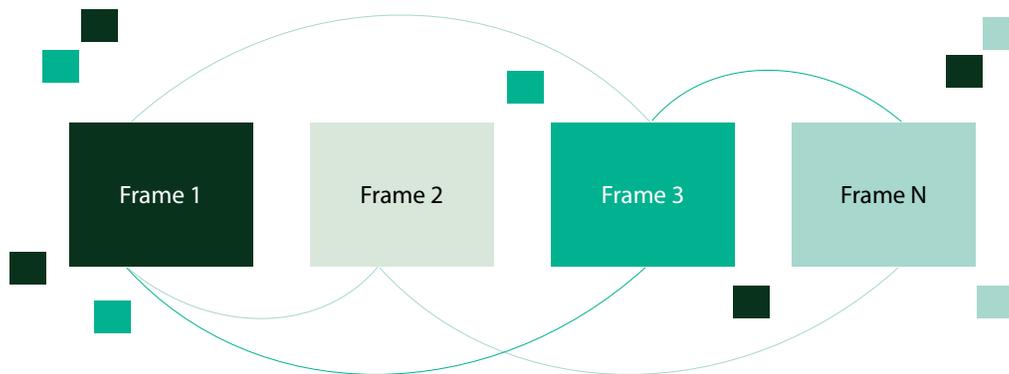
A few things that will play a key role for the success of PIVs are:

1. **Scalability:** Insurers need to create these PIVs in a way so that they are dynamic as well as re-usable, and hence, the question that comes to mind: "Is it scalable?"

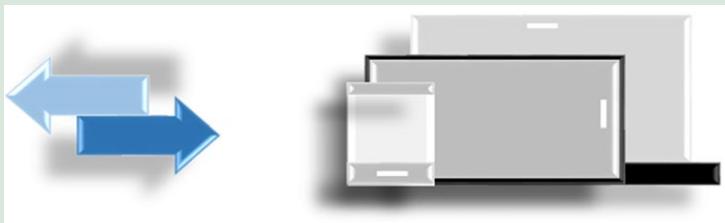
One of the key features for a program to be scalable is to be modular in the first place. Modularity in the case of a PIV would mean that each video could be easily broken down into frames, which is then interconnected in any order to create personalized content. Each frame would be a self-contained unit which when combined with others in various

permutations and combinations can be used to create multiple variations of the video as relevant to the user.

They can hence, weave together the frames or scenes already present and modify the same as per requirements of the business scenario. The expected outcome is to make the videos sustainable as per the required scale.



2. **Reach:** Identifying the correct touchpoint and the best channel to reach your audience is the crucial part in the success of PIVs. Timing and channel are the two sides of the coin when it comes to PIVs



3. **Right data:** The insurers should have the accurate data to choose the right audience from along with the

technology to integrate the database, which is crucial. For example, when the insurer intends to use the PIV to remind

their customers regarding renewal, they should have the accurate data about the lapses. The PIV should integrate with the right policy record to show the correct renewal premium with the interest. The PIV should also talk about the benefits of renewal and the loss to be incurred in case of non-renewal

4. They should be quick to understand, and have a jargon free narration
5. They can be used to cross-sell or up-sell, wherever applicable.
6. They should give viewer the ability, to navigate to appropriate link/webpage within the video



A man and a woman in business attire are reviewing documents together. The man is on the left, wearing a dark suit and a patterned tie, holding a briefcase. The woman is on the right, wearing a grey dress, holding a pen and a folder. They are both smiling and looking at the documents. The background is a blurred office setting with other people.

Conclusion

In conclusion, use of PIV by insurers can be a very powerful strategy to attract the new customers and retain the existing ones. Some of its early adopters have proved this. It can help in making the language easy to understand for a layman, and thereby actively engage the viewers so they can have a personal connect with it. PIV also strike a chord with its viewers as they explain the concept using a brief video journey rather than pitching it straight for sale. The market for personalized video is budding and presently businesses want the videos to be scalable and configurable, to quickly customize the PIV for various stages of the insurance lifecycle such as sales, acquisition, onboarding and retention. The PIV at the end of the day would be a short storyteller, one that connects with people and provides a better understanding and experience with a pinch of humor. Now, it is up to the insurance companies to decide, how soon and how much of this technology to leverage so as to take the early movers advantage in this arena.

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