

PERSPECTIVE

Creating a differentiated experience with a digital strategy



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Abstract

Once an insurer decides the technologies to integrate in its IT infrastructure, it needs to develop and implement a digital strategy to support this integration successfully and create a differentiated identity in the market. While each company has to develop its own digital strategy, it is important for this plan to have a few key elements to it, and change it as and when required, especially when faced with new demands from customers and transformations in the rules and regulations from the industry's governing bodies.

Once an insurer decides the technologies to integrate in its IT infrastructure, it needs to develop and implement a digital strategy to support this integration successfully and create a differentiated identity in the market. While each company has to develop its own digital strategy, it is important for this plan to have a few key elements to it, and change it as and when required, especially when faced with new demands from customers and transformations in the rules and regulations from the industry's governing bodies. Below are a few simple principles that can act as guidelines for organizations to develop their digital plans.



INTEGRATE

Digital tools and functions into a wider range of activities within the organization.



HIRE

Talent with a strong understanding and comfort with digital tools, and with the potential to be trained.



INVEST

Money in processes that allow the organization to test the tools and understand the application value firsthand.



REWARD

People who show an inclination to learn new technologies and drive testing initiatives.



DECIDE

The RoI goals that the tools should help achieve.

At a time when most companies are gearing up to integrate digital, the key goal that insurance organizations should have is to offer a differentiated experience. To achieve this, they should consider the following points:

- **Be prepared to offer a digital experience that customers are looking for:** Many interactions between an insurance company and the customer will be facilitated and mediated by the sales team.

However, some others can be supported effectively by digital tools to – execute transactions, offer support, and provide information. Organizations should work towards offering the best, most intuitive, and streamlined experience with these functions.

- **Create an online presence across the value chain:** Adopt a digital insurance model that offers guidance end-to-end. It will help enhance automation

processes and decrease the need for resources in areas like policy application. A key benefit it brings is at the tail end of the value chain – fast tracking of the claims processes, including policy payouts.

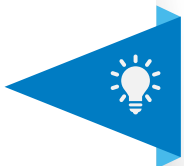
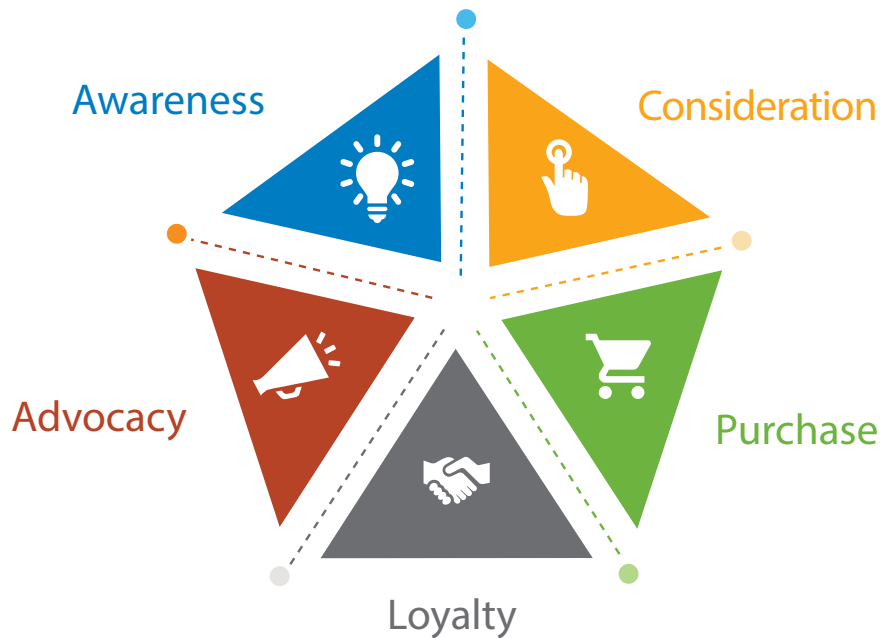
A thoughtful digitization program can result in a 65% cost reduction, 90% reduction in turnaround time on key insurance processes, and improve conversion rates by more than 20%⁵



Gaining a strong understanding about customers, both existing and potential, that the organization targets - their preferences, shopping journey, behavior, and channels and devices that they use

most extensively – is essential. But how can this be achieved? Look at the websites customers visit, the keywords they use, and the social media posts they generally put up. This will give a better idea of the

areas that can be targeted to get maximum attention from the target audience, for success in the near and distant future.



AWARENESS

Generate awareness about the products and services being offered - and target customers through new, digital, paid media - like mobile, wearables, social media, and website.



CONSIDERATION

Nurture curiosity in customers whose attention has been captured to find out more about why they should consider buying from you. Ideally insurers should use owned media for this, as it increases credibility.



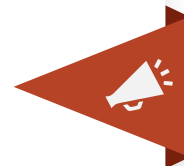
PURCHASE

Customers who are convinced that your products and services deliver the value they are looking for, over and above what your competitors provide, will be more likely to buy from you.



LOYALTY

Give customers a reason to continue to stay with you, and buy policies from you by innovating and continuing to serve customers digitally.



ADVOCACY

Enable existing customers to grow your customer base by helping them share the word (besides through the traditional media), on social networking sites, your website, etc., about your products and services.

Integrating digital is just one part of an insurer's digital strategy. Another key part is understanding the effect these digital initiatives have on the ecosystem. Organizations should take time to answer these questions, to find out how effective their digital strategy and plans are:

- Did the campaign ads gain exposure and bring traffic to the intended location, and how much?
- Did this traffic convert to prospects and leads?
- Did you meet the RoI you expected or the sales targets you set at the beginning of the campaign?
- Did your brand get mentioned online, and on social media?
- Did this lead to conversations, and if it did, did it bring your company growth in sales or sentiments?



Prerequisites for gaining success with your digital strategy⁶:

A number of factors influence the likelihood of your digital strategy becoming a success. Knowing these aspects beforehand can help you gather the necessary information, resources, and tools to drive your digital campaign towards success:





On the road to digital success

Adapting to the changing landscape of insurance by integrating digital is key to gain an edge and stay ahead of competition. It is a gradual but critical process that requires a strong strategy and plan that can lead to a smarter and more connected future. Also, for greater success with digital, adopting the right technology, tools, and devices with capabilities that align with the strategy and plan, is essential.

⁵<http://blogs.hbr.org/2014/03/insurance-companies-untapped-digital-opportunity/>
⁶<http://www.pwc.com/gx/en/insurance/publications/assets/pwc-digital-non-life.pdf>

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