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Data Driven Solutions are adding real value in Insurance

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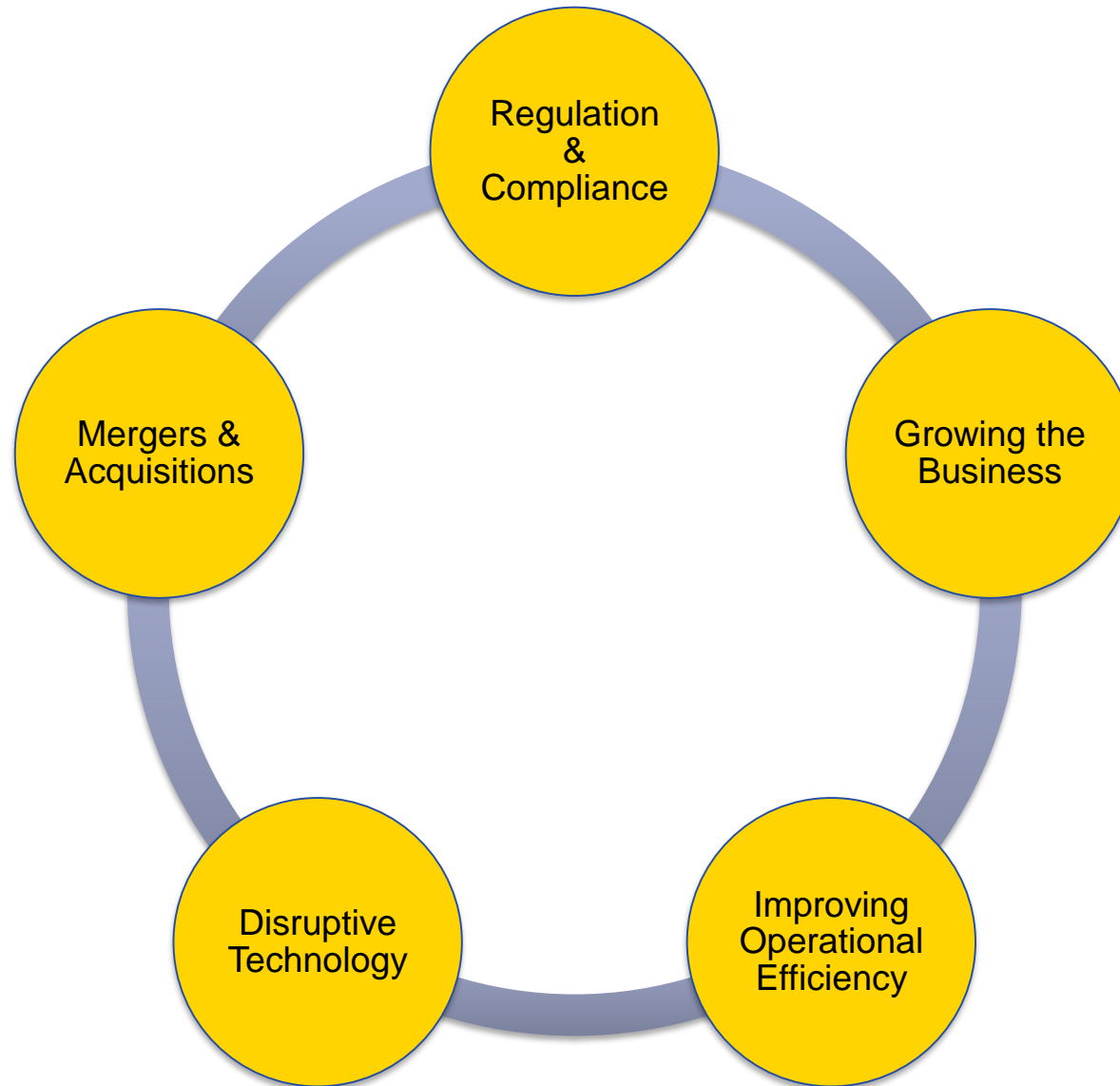
Lots of change going on in Insurance
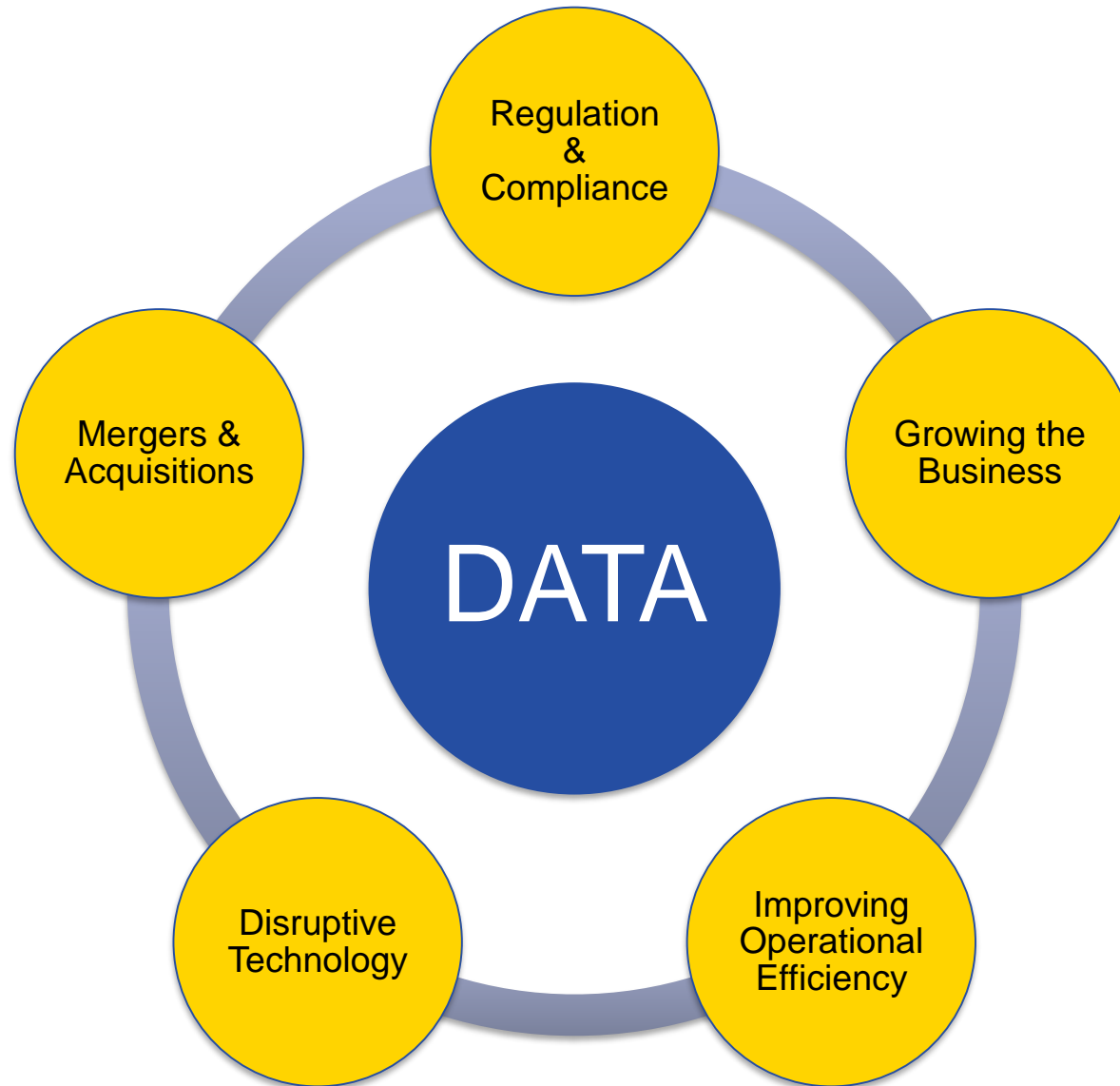
In 2017 I'm predicting

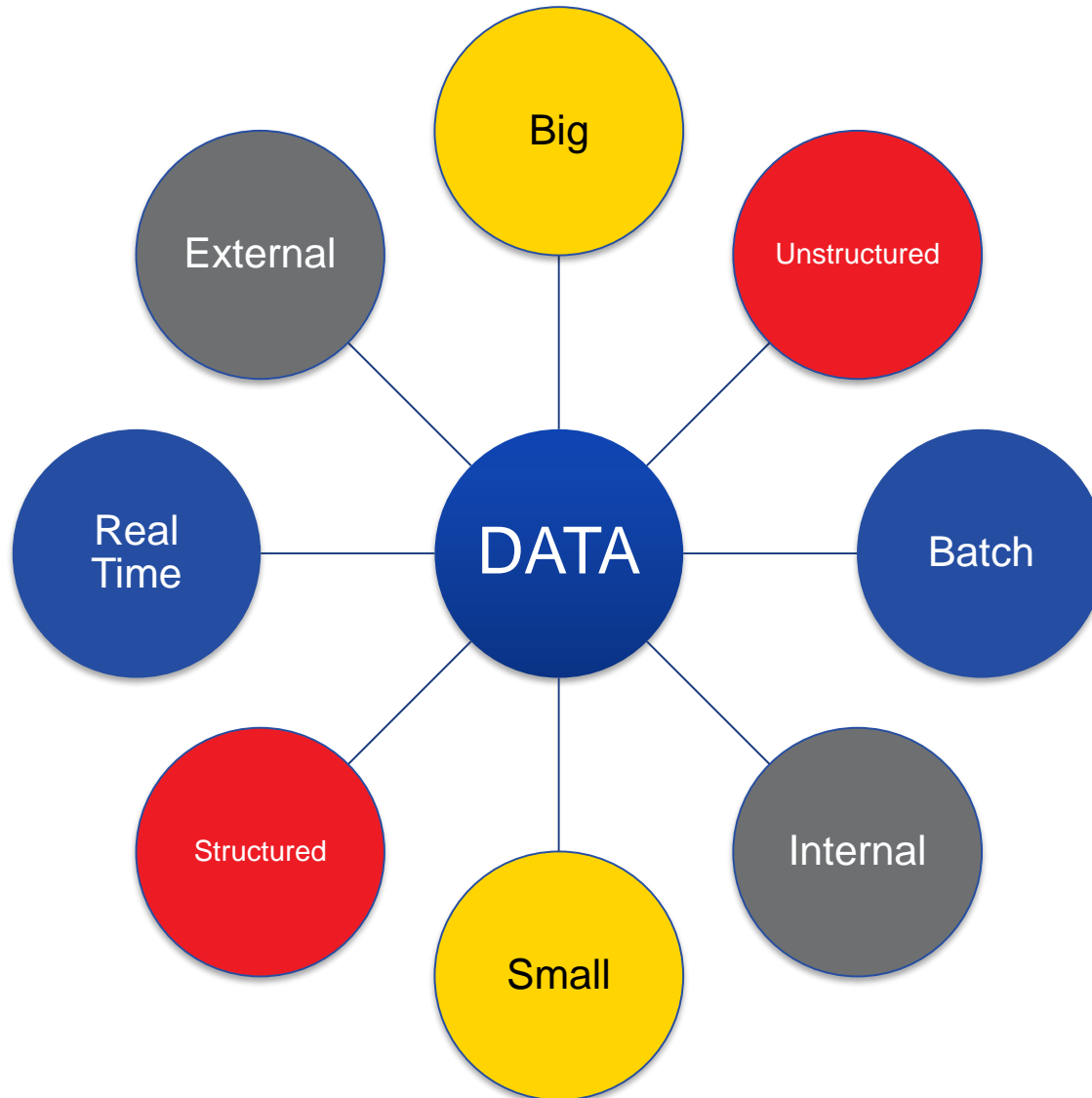## In Insurance, Data will become a Business Asset

Now let me explain why..

5 big trends

5 big trends and Data underpins them all

It's all about data across the business

Customer Examples

Growing the Business

- **Challenge:** Understand customer behaviour from across multiple, siloed systems
- **Result:** Visibility into relationships and high quality data for Marketing
- **Benefit: 1% increase in revenue and 1% reduction in attrition**

- **Challenge:** Improve Agent Sales performance and increase Customer Engagement
- **Result:** A Customer Centric view across all business lines and applications
- **Benefit: Increased marketing conversion rates by 15% and agent sales performance by 20%**

Improving Operational Efficiency

Customer Examples

- **Challenge:** Improve Agent Productivity and Boost Revenue using new application
- **Result:** Automation of data pipeline and automation of data quality improvements
- **Benefit: Improved agent productivity by 400% and reduced data remediation costs by 80%**

Improving Operational Efficiency

Mergers & Acquisitions

- **Challenge:** Manual data processing introduced risk and uncertainty after an acquisition
- **Result:** Automation of data pipeline for critical requirements
- **Benefit: Agile Solutions delivered on time & on budget with reduced costs of reporting**

Customer Examples

Disruptive Technology

- **Challenge:** No common, trusted source of Customer and Product data
- **Result:** Delivered Customer360 in Cloud and on premise with deep insights
- **Benefit: Reduced customer support costs by 40% and expect move from 1 to 3 products / customer**

- **Challenge:** Improve Data Quality for Risk Modelling and SOLVENCY II Compliance
- **Result:** Automated and streamlined data processing for Risk and Compliance data
- **Benefit: Reduced data delivery times by 95% and reduced 4 FTE worth of data remediation effort**

Regulation & Compliance

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In Summary

So why do I think in 2017, Data will become a Business Asset?

Because it has massive Business Value

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Thank you for your time

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