How Insurance companies need to focus on customer goals
New services require structural changes

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Agenda

1 Possible implications for Insurance companies derived from the study

2 Positioning of Swiss Insurance

3 Guiding principles and practical examples

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How should insurers help their customers to achieve their personal goals?

Study results*:

The role of service providers in supporting their customers to achieve their personal goals:

- *"Educational establishments ranked highest overall, followed by healthcare providers and entertainment and technology companies"*

- *"Insurance does not appear to be a particularly desirable partner"*

Consequence:

Non-insurance suppliers can provide higher value services by addressing customers' personal goals.

Insurance suppliers

Do not proactively provide services fulfilling customer goals and concentrate on evolving the traditional insurance value chain by selling core insurance products and servicing

Gen Y & Z
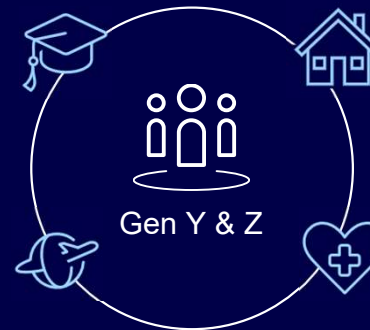
Non-insurance suppliers

Gain deep understanding of consumers by servicing them in their end-to-end journeys.

They can hyper-personalize, contextualize and identify "moment of truth" to sell their core products
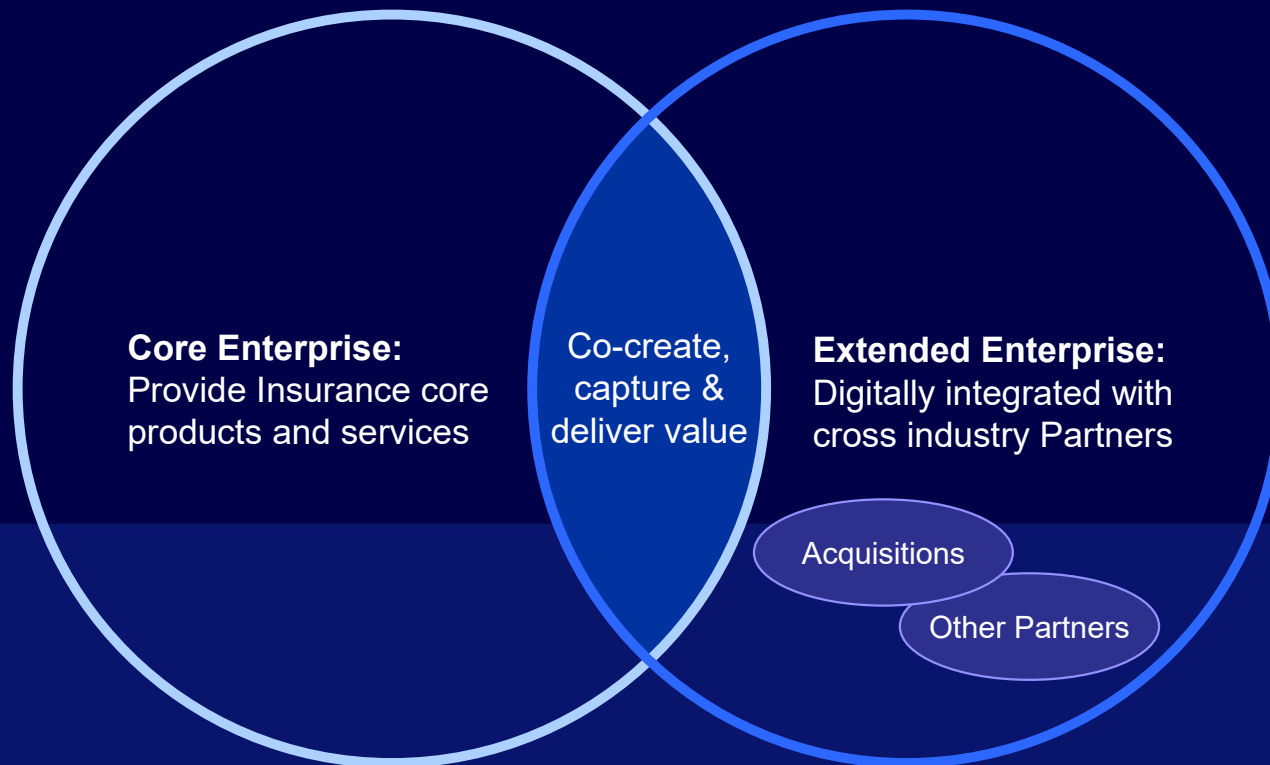
We expect suppliers to provide us with services addressing our personal goals.

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To fulfill customers' personal goals providers need to supply a mix of integrated services, both core insurance and non-insurance

3 Insurer needs to understand:

- life events
- personal goals
- desired point-of-time
- desired channel

→ decision of which specific cases to target.

1 Contexualized, Consistent, Reactive, Deligthed, customer journeys driven by goal fulfillment

SERVICES

S1 S2 S3 S4 S5 S6

2 Goal fulfillment **requires**…

integrated, personalized, industry-specific and cross-industry services.

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Insurers need to increase collaboration with partners to provide services which fulfill customer goals

Core Enterprise:
Provide Insurance core products and services

Co-create, capture & deliver value

Extended Enterprise:
Digitally integrated with cross industry Partners

Acquisitions

Other Partners

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Customers do not yet perceive insurers as service providers which fulfill their major personal goals

Close to the end-customer

1. DIRECT BUSINESS:

Provides own industry services over physical and digital channels directly to end-customers.

Example: Banks

2. SERVICE ORCHESTRATOR:

Provides own industry and cross-industry services to end-customers.

Example: Amazon

Customer proximity

3. SUPPLIER:

Provides own services to end-customers via third parties.

Example: Sony

4. MODULAR PRODUCER:

Provides a cross industry service to end-customers via third parties.

Example: PayPal

Far from the end-customer

Own industry services only

Service diversification

Own- & cross-Industry services

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Ping An is an example of an insurer which provides diverse services
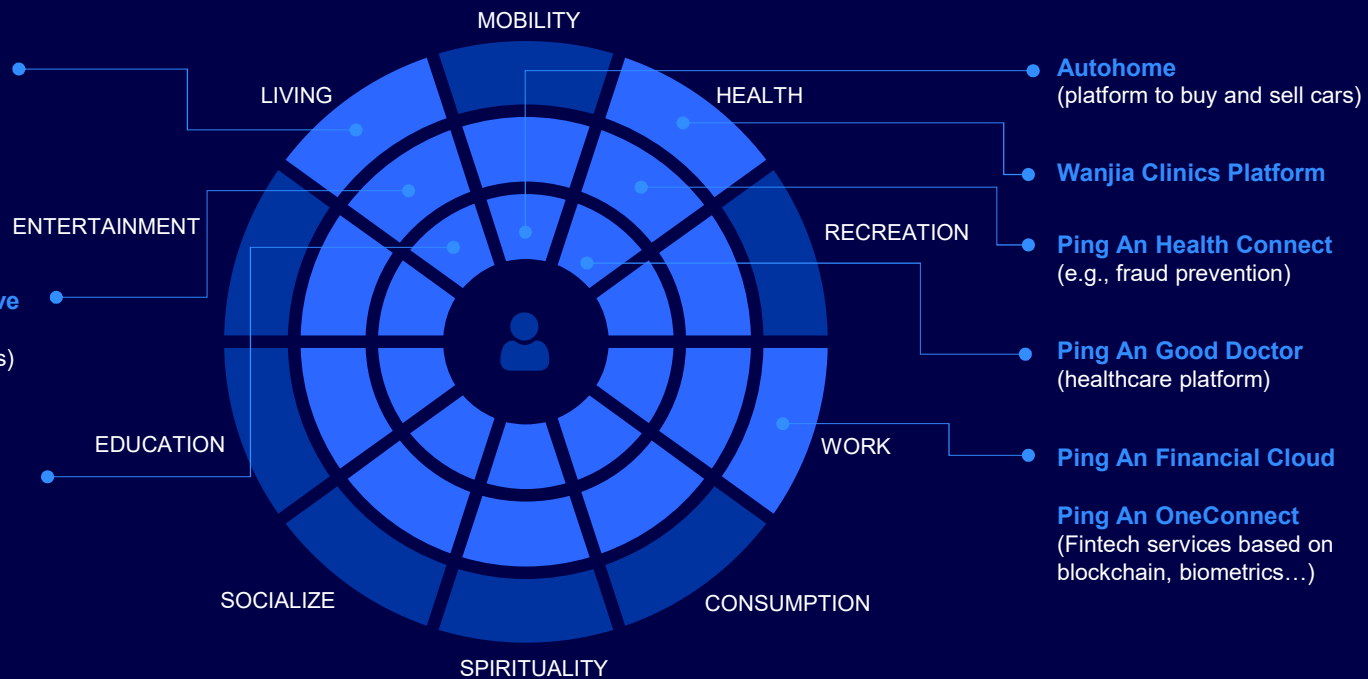
PING AN

Smart City cloud platform
(smart home services)

Haofangbao
(real estate investment fund)

Panoramic Smart City Interactive System
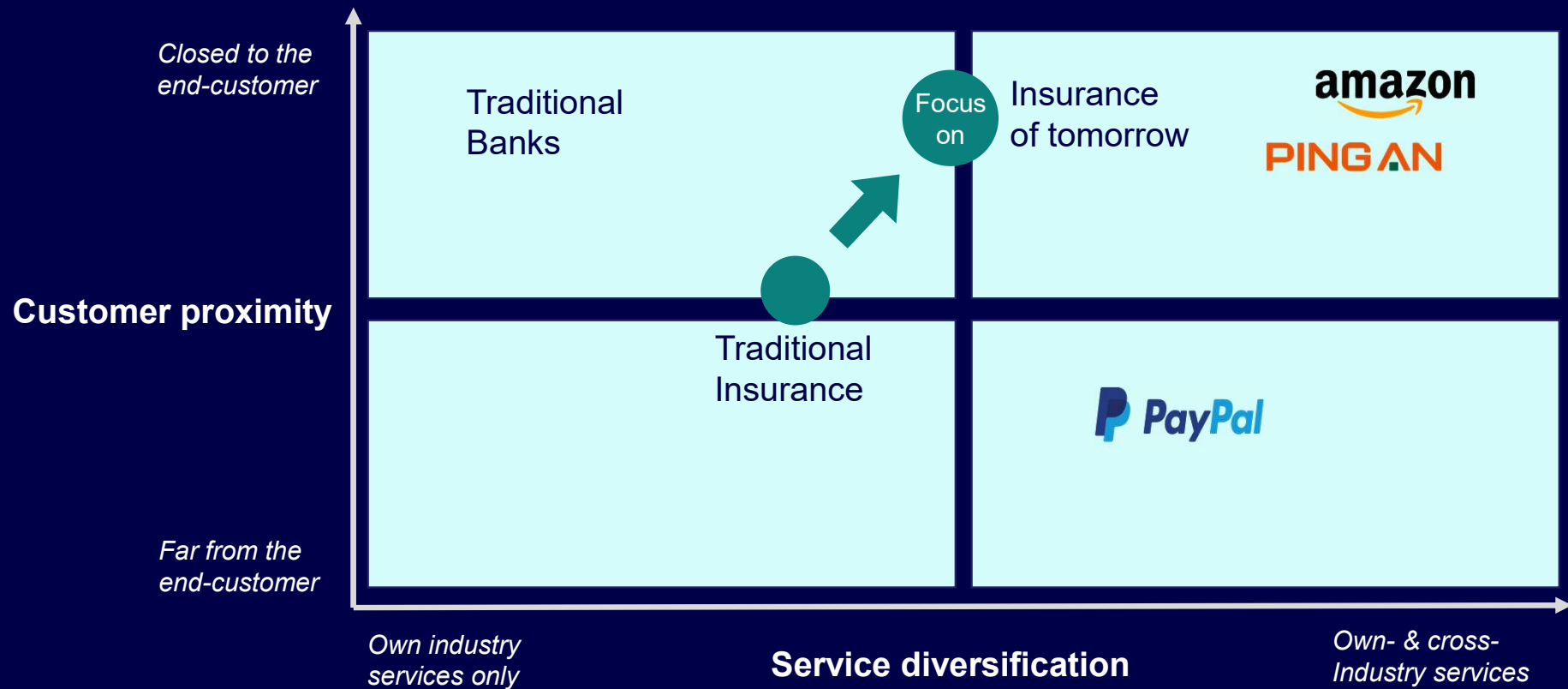(big data plus 3D scenarios of cities)

Customer-to-Customer home leasing platform
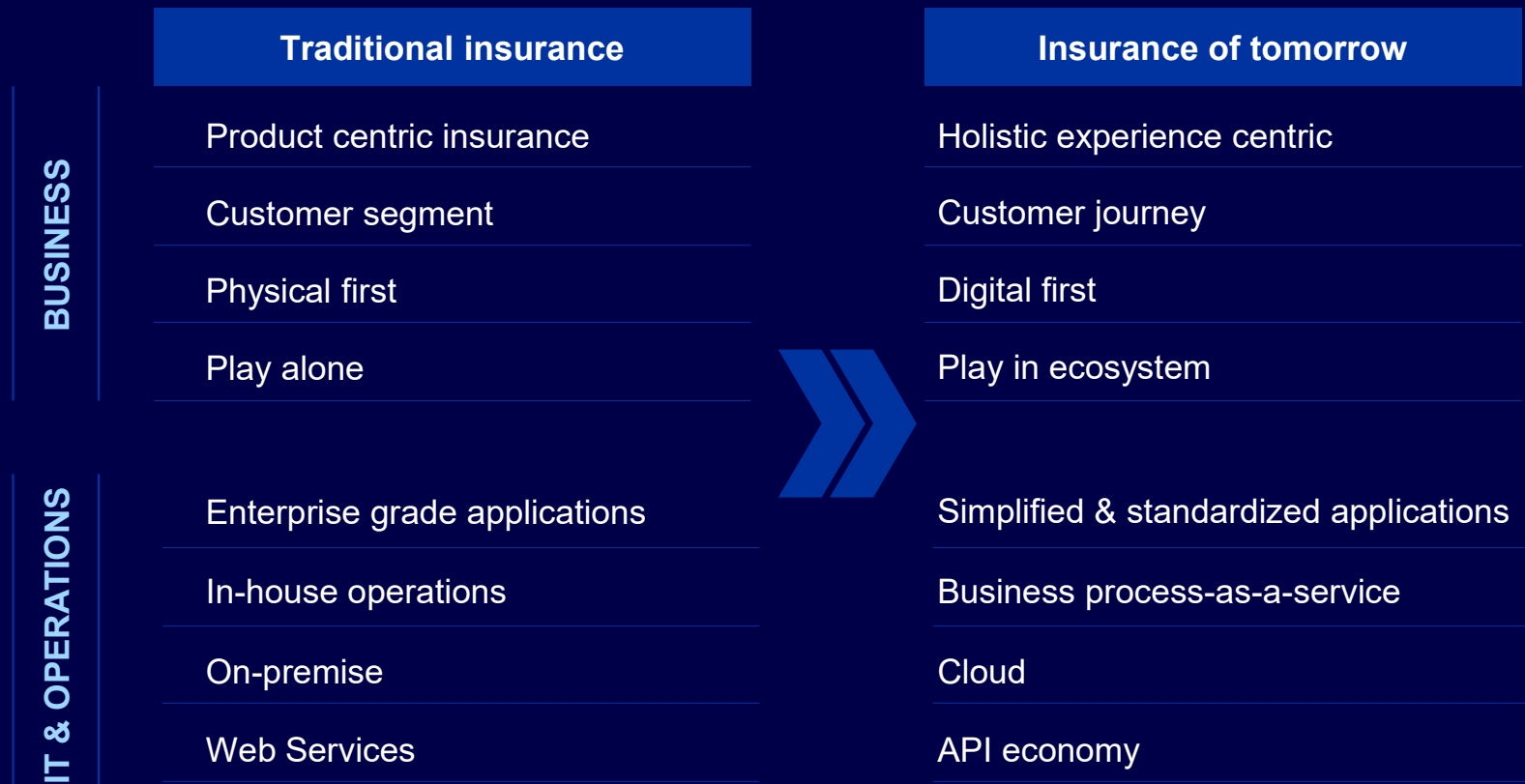
Lufax financial services

MOBILITY
LIVING
HEALTH
ENTERTAINMENT
RECREATION
EDUCATION
WORK
SOCIALIZE
CONSUMPTION
SPIRITUALITY

Autohome
(platform to buy and sell cars)

Wanjia Clinics Platform

Ping An Health Connect
(e.g., fraud prevention)

Ping An Good Doctor
(healthcare platform)

Ping An Financial Cloud

Ping An OneConnect
(Fintech services based on blockchain, biometrics…)

Source: Ping An company data

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Our point of view on how insurers can fulfill customers' personal goals

Customer proximity

Closed to the end-customer

Far from the end-customer

Traditional Banks

Traditional Insurance

Focus on

Insurance of tomorrow

amazon

PING AN

PayPal

Service diversification

Own industry services only

Own- & cross-Industry services

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Insurances need to adapt their core business and operating model to be able to compete with other market players

	Traditional insurance	Insurance of tomorrow
BUSINESS	Product centric insurance	Holistic experience centric
	Customer segment	Customer journey
	Physical first	Digital first
	Play alone	Play in ecosystem
IT & OPERATIONS	Enterprise grade applications	Simplified & standardized applications
	In-house operations	Business process-as-a-service
	On-premise	Cloud
	Web Services	API economy

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Six Guiding Principles enable Insurers to fulfill customers' personal goals

1 Think holistically, beyond core Insurance products

2 Map customers' journeys to understand their personal goals

3 Leverage ecosystem partners to fulfill customers' needs

4 Modernize data to drive decisions

5 Find new ways of monetizing ecosystem services

6 Apply an iterative approach to innovation

Source: The Six Guiding principles is a Cognizant point-of-view

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Fulfilling customer goals requires integration and high-volume transactions management capabilities

Example: Cognizant enables Global Pharma company based in Basel to increase integration and high-volume of transactions capabilities.

CHALLENGE

- Increasing collaboration & integration between business areas and with Partners

- Increasing need to protect personal data

- Increasing volume of transactions and data exchange

- Increasing need to prevent and resolve issues in integrated end-to-end processes

- Increasing pressure to reduce operational cost

PROVIDED SOLUTION

Established factories providing specific well defined services aaS operating with 130 members in distributed agile teams in US Canada, Switzerland, Spain, India working on DevSecOps mode.

Continuous modernization through new technologies and Continuous **Up- / Cross skilling** for applying state-of-the-art software solutions.

Platform for observation of end to end-to-end transactions with proactive alarms and identification of dependencies

- 15% increase of efficiency in software development and by reusability
- 15% reduction of incidences and their resolution time
- Continuous reduction of technologies with overlapping capabilities

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# Providing outstanding customer experience by predicting & preventing issues

Objective

To enable this largest railway network to be the world's most innovative, safe and trusted rail infrastructure owner, delivering an outstanding experience for passengers and freight customers

- *Manages assets of 20,000 miles of track, 30,000 bridges, tunnels and viaduct, Thousands of signals, level crossing and stations, More than 2 billion rider ship*
- *Need to manage asset in a proactive way for better customer satisfaction or experience*
- *Need better fault maintenance for tracks and signaling degradation in a non-disruptive and safe manner*

Solution

- End-to-end Cloud implementation with a new architecture based on Cloud services and Open-Source software
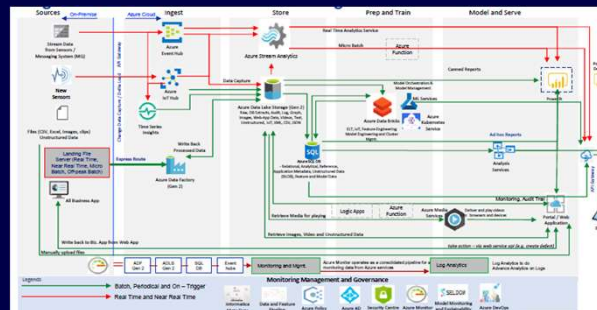
- High performance solution analyzing Terabytes of data

- Introduction of agile & DevOps for continuous improvement

Outcomes

- **300+ days of delays avoided for passengers and freight users due to the predictions given adequate time to plan**

- Saving million+ work hours by predicting the Track issues before they become problems

- Estimated CT Incidents for 2019 costing £5.75 million saved by prediction of faults.. Prediction of CT Faults avoid these Incidents & estimated costs

- EDA process and the Model handles around 5.5 TB of data loaded covering all the 5 regions of UK

Cognizant and Network Rail won Microsoft Partner of the year award 2020 within Govt. Industry category.

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Thank you

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