

The Engagement Gap In Insurance

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what we'll cover today...



1

**The Winds
Of Change**

2

**The
Engagement
Gap**

3

**Closing the
Engagement
Gap**

4

**The challenge
and the pay off?**

what we'll cover today...



1

**The Winds
Of Change**





insurers are struggling to keep up



the landscape has changed...

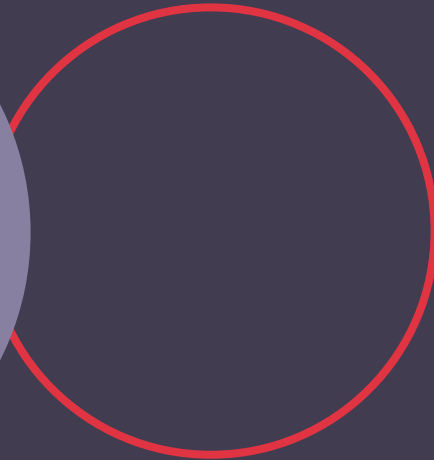
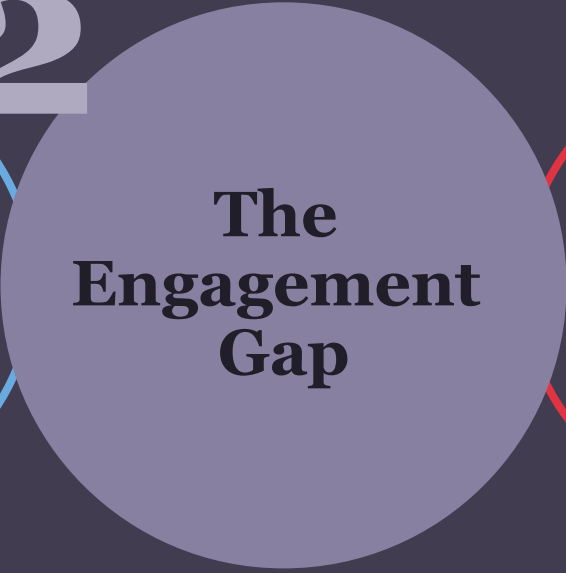
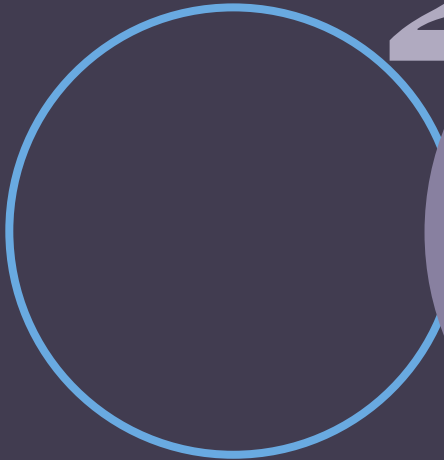


what we'll cover...



2

**The
Engagement
Gap**

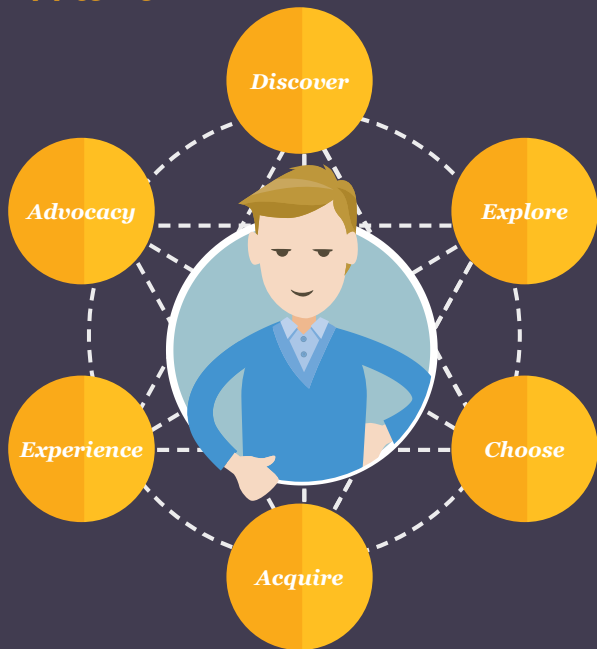


The Engagement Gap



What Customers Want

- Seamless
- Continuous
- Contextual
- Convenient
- Responsive



There is a gap

- Inconsistent
- Channel specific
- Disconnected
- Irrelevant
- Difficult

What Businesses Provide



what we'll cover today...



3

**Closing the
Engagement
Gap**

An on-going, value-driven relationship between a customer and a business, which is consciously motivated according to the customer's reasons and choices.

Start Thinking Beyond Channels



Channel view

INSIDE-OUT

SILOS

DISCONNECTED

FIXED



Journey view

OUTSIDE-IN

CUSTOMER CENTRIC

RESPONSIVE

ADAPTIVE

Engage

Listen



what we'll cover today...



4

**The challenge
and the pay off?**

It's too difficult...

**We focus on customer experience
all the time**

Yes, but in silos

**Our customers don't want to hear
from us**

*Consumers say otherwise but you need to provide
some form of value*

We already have CRM

*Great that's a start, but you also need to understand
customer behaviour across every touchpoint*

**Does this mean we need a large
transformation project?**

No you can start small

**Do we need to change our company
culture?**

*In the long run yes, but by proving value in specific
areas to you can start to drive change*

Examples of where to start...



Increase direct sales

- Identify customers from aggregator sites
- Understand where they are on the purchase journey
- Offer resources and information that the customer finds valuable
- In this way increase sales and build value in the brand to encourage a direct relationship

Examples of where to start...



Link policy data with customer behavior to understand intent

- Start relevant conversations with customers that focus on helpful content, information and resources, not just the premium!
- Build trust with the customer and demonstrate the value of the brand
- Increase direct sales and retention

Examples of where to start...



Join operational silos, processes and systems together

- Use customer behavior and insight in service processes, such as claims
- Uncover the opportune moments to discuss other products and services that the customer would find valuable
- Increase direct sales, retention and life time value

The pay-off when we get it right.



Favour details of offers and deals presented at the right time.



Feel positive when customer information and knowledge is put to good use.



Have an improved opinion of businesses that remember previous interactions.

The background of the slide is a sunburst pattern with rays emanating from the center, creating a sense of energy and focus. The rays are in various shades of teal and blue.

Richer Engagement

Stronger relationships

Happier Customers



Thank You