

## **UPGRADE YOUR INSURANCE SERVICE DELIVERY**

Three ways to future-proof  
the policyholder experience



# Reduce costs with a modernized insurance customer experience

The world continues to change in often unpredictable ways, and the customer demand for greater agility — and empathy — is high. Yet for many insurance firms wedded to legacy systems and processes, addressing this growing consumer need is easier said than done.

Disjointed IT architectures, siloed data and antiquated internal operations continue to confound insurance leaders' best efforts to modernize how organizations deliver experiences. But innovation doesn't have to be so difficult. New tools and approaches exist that can mitigate these challenges while reducing overall costs.

This ebook gives you an overview of the three innovation strategies that can rapidly evolve the customer experience (CX) your company provides.

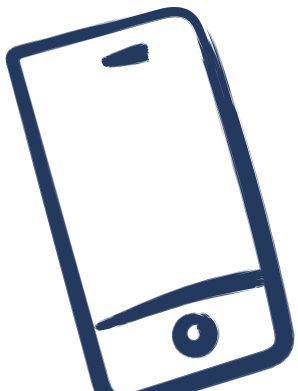
## Contents

- Embrace insurance ecosystems
- Organize around the customer
- Adapt to new business models



# 1. EMBRACE INSURANCE ECOSYSTEMS

Digital transformation in insurance has brought near-instant underwriting, automated claims processing and the rise of “insurtech” startups. But many traditional insurers continue to use outdated point solutions and siloed systems that don’t communicate with each other. The need to enter the same data into multiple systems leads to mistakes, data inconsistency and delays in retrieving information. It also slows down your ability to serve customers.



## Accelerate innovation in the cloud

As the cloud becomes the standard for business applications and services, it’s even more critical that carriers begin pursuing a migration strategy that enables them to partner with best-in-class vendors. This lets them reduce internal support costs and dramatically accelerate their capacity to innovate and focus on higher-value projects.

And by moving to the cloud, you gain the flexibility to enhance and expand your insurance ecosystem — and gain best-of-breed capabilities — by integrating with leading industry platforms like Guidewire.

Connected, real-time data is key to understanding your customers. And as data from various systems is brought together and connected, you can deliver personalized experiences.



## Pro tip

Investing in cloud technology to integrate and streamline your optimal mix of software, data and service delivery channels, allows you to elevate to a whole new level of insurance customer service. It can differentiate your firm, improve policyholder loyalty, create a better employee experience — and boost your bottom line.

## A journey worth taking

Migrating to the cloud can feel overwhelming, but expert guides are available across applications and cloud providers to make the journey as smooth as possible.

To persuade decision-makers in your company that it's worth the investment, it pays to do the math. Calculate the benefits: reduced maintenance efforts, faster development times, robust security and business continuity.

The cloud also makes it easy to enable remote work and access new artificial intelligence (AI), self-service and analytics features. The cost savings might touch every aspect of insurance operations, going far beyond the reductions you'll clearly make to your IT technical debt.

## 2. ORGANIZE AROUND THE MEMBER

While “customer-first” has emerged as a buzzword, there’s a disconnect. Many business leaders feel their companies deliver excellent service, but their customers consider that service an afterthought.

In insurance, antiquated IT infrastructures and processes can be deeply enmeshed in day-to-day operations. But leading insurers are bridging their point and siloed systems by bringing teams together across departments and developing a cross-functional governance model.

## Reorganizing around members

After recognizing that its members had to go through a rigid process to solve interconnected problems, USAA created a Member Experience department to deal solely with its customer experience. As part of the reorganization, its product departments were able to focus solely on USAA products and solutions — and were no longer responsible for product-specific member service. USAA also established a “Governance Council” to enable the cross-functional implementation of its integrated products and services.







## Know your members like never before

Customers want to feel remembered, heard and understood. When you truly know your customer, you can provide contextual guidance and relevant recommendations based on their journeys, needs and preferences. This knowledge requires unifying data and improving your listening channels, which can involve:

- Understanding customer intent with digital engagement
- Adjusting in the moment with real-time sentiment analysis
- Gathering insights across digital channels with AI



# 3. ADAPT TO EMERGING BUSINESS MODELS

The biggest change in insurance is on the horizon. Recent advances in AI, along with the proliferation of telematics and other connected devices, have yielded a new model for insurance products that's reshaping the industry.

This is a seismic shift away from the "repair-and-replace" model toward a "predict-and-prevent" one. While this might seem far off, McKinsey & Company expects it to emerge across all lines of insurance over the next decade.



Today, telematics in vehicles track driving habits and maintenance needs. Armed with this data, insurers can update their risk assessments regularly — and then adjust premiums to reflect the recalculated risk. While this type of usage-based insurance is more common for commercial fleets, consumers are warming to the idea.

Similarly, property and casualty (P&C) insurance is being redefined with data from connected devices, such as sensors that send alerts when they detect motion, smoke or a leak. These sensors empower the carrier to offer proactive assistance.

With the latest wave of these products, leading insurers are redefining their relationships with customers to become partners in prevention.

## Pro tips

Shift your CX strategy in four ways to become a partner in prevention.

1. Plan for proactive engagement: Proactively advise the consumer on how to avoid loss, protect their property and promote their well-being using outbound digital channels or voice.
2. Enable rich self-service options: Provide policyholders and shoppers with rich information at their fingertips by integrating data systems with real-time self-service options. This will also deflect simple questions away from agents — enabling them to focus on more complex interactions that require a human touch.
3. Develop employee skills now: Empower ongoing training and bolster support for agents during the interaction with AI applications. Quality managers can use conversation analytics and sentiment analysis to identify training opportunities and provide targeted coaching. And speech and text analytics integrated with a dynamic knowledge base can understand customer intent and provide the employee with useful information and next-best steps during the interaction.
4. Target tech investments to support innovation: To support innovative prevention-based coverage, you'll need to adopt a layered approach to your technology architecture with a CX platform that can integrate with legacy systems of record. Adopt a strategy of targeted technology investments that will accommodate the need for flexibility and innovation.



## The future of insurance service delivery is now

In today's on-demand world, customers of all generations now expect an efficient and reliable service experience from every company they deal with — including insurers. This means many insurance companies still need to invest substantial time and effort into updating their systems and internal processes to improve CX. Modernizing their service delivery using a skillful combination of the approaches outlined above is a good place to start.

The technologies needed for modern insurance tech stacks and policyholder experiences are already available. Companies just need to adopt these technologies, experiment — and push the leading edge of the industry.

What's next for your organization?



## ABOUT GENESYS

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