



# Insurance AOTP

**Empowering Seamless Insurance Journeys:  
From Insightful Content to Tailored Coverage.**

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Industry POV: delivering excellence from policy to claim.



# Sitecore & Insurance: excellence from policy to claim



Point of view on industry and our credentials



Provide a Compelling Policyholder Experience and Become the Preferred Insurance Provider

## Increase Efficiency & Optimize Costs

Reduce acquisition costs

Accelerate time to market

Reduce customer service costs

Leverage integrated, efficient, marketing technology infrastructure

## Increase Customer Acquisition & Engagement

Increase brand affinity

Drive lead acquisition

Optimize multichannel journeys

Increase online customer engagement

## Increase Cross-Sell/Up-Sell, Loyalty and Lifetime Value

Increase renewals, cross-sell and up-sells

Increase community, membership renewals and overall loyalty

Increase advocacy

## A Proven Track Record



SEGUROS

↑ 20% Increase in more unique visitors

↑ 20% projected sales increase



LIFE INSURANCE

↑ 50% of all claims expected to be processed via the platform



Enabled editors to more efficiently manage the content lifecycle from creation to launch



↑ 13% Increase in number of visitor interactions on the site



Launching a digital transformation by redesigning and expanding its digital presence



A Liberty Mutual Company

↑ 33% Increase in engagements than previous highest ever month

Fully automated customer journey



ZURICH®

Unique, personalized digital experiences through branded asset



↑ 15% Increase in returning members

600,000 transactions on myBupa per month

# Transforming Insurance in a digitally empowered market



## Digital imperatives & strategy drivers

### Strategic Objectives



Leverage Predictive Analytics For Risk Management



Digitize Claims & Customer Service Processes



Strengthen Digital Customer Engagement



Advance Next-Gen Consumer Experiences

### Digital Experience Objectives

1

#### Enhance Risk Profiling with Data Insights

- Increase data capture from online interactions to refine risk assessments.
- Improve policy personalization by integrating customer digital footprints.

2

#### Automate for Operational Excellence

- Streamline claims processing with automated workflows.
- Digitalize customer service to reduce resolution times and improve efficiency.

3

#### Deepen Digital Relationships

- Offer personalized policy recommendations using behavior tracking.
- Create interactive digital touchpoints for customer education and retention.

4

#### Personalized Digital Journeys

- Develop platforms for a seamless digital experience across all customer touchpoints.
- Utilize machine learning & (Gen)AI to predict and respond to customer needs in real-time.

# Lens on Insurance & How Sitecore Can Help



Delivering on the dimensions that matter to insurers.

Industry Imperative	Recent Developments	Core Business Objective	How Sitecore Can Help
<b>1. Enhanced Personalized Insurance Offerings</b>	Advancements in AI and machine learning have enabled more precise customer profiling for personalized policy creation.	Create highly personalized insurance products tailored to individual customer risk and preference.	Develop platforms for dynamic policy customization using Insurer's AI models in real time to analyze user data and behavior.
<b>2. Digital Claims Processing &amp; Fraud Detection</b>	Integration of blockchain and AI has streamlined claims processing and improved fraud detection mechanisms.	Streamline the claims process and reduce instances of fraud for cost efficiency and customer trust.	Design intelligent customer journeys to promote relevant data capture and dissemination to prevent & detect fraud.
<b>3. Customer-Centric Service Models</b>	Adoption of omnichannel communication strategies has enhanced customer interaction and support.	Foster a customer-centric approach with responsive, personalized service across all channels.	Implement omnichannel solutions to offer consistent and personalized customer service, enhancing satisfaction and retention.
<b>4. Data-Driven Risk Management</b>	Big data analytics are increasingly used to understand and predict risk factors more accurately.	Leverage data insights to refine risk assessment models and pricing strategies.	Employ customer analytics to refine risk models and adjust policies in real-time, offering competitive pricing and better risk management.
<b>5. Competitive Market Position &amp; Trust Building</b>	The rise of Insurtech startups has increased competition, prompting a focus on digital trust and loyalty.	Position as a market leader in trust and digital innovation in the insurance space.	Use customer data insights to drive loyalty programs and transparency initiatives, building trust and positioning in the market.

# Why Sitecore for Insurance

A well-integrated, secure, smart and streamlined procurement process for your customers



## 1. Dynamic Policy Management

*Unlike most competitors, Sitecore's Composable DXP supports complex policy management with ease, integrating with Content Hub and XM Cloud for streamlined policy updates and distribution.*

- Real-time policy updates with seamless distribution
- Rapid visual deployment of policy content
- Business context & domain modeling specific to business



## 2. Advanced Search & Discovery

*Sitecore's inclusion of advanced & unified product and content search functionality facilitates precise policy and claims information retrieval, a key feature not present in most other vendor stacks or requiring 3<sup>rd</sup> parties.*

- Advanced search capabilities for customers to find policy info
- Enhanced discoverability leading to better customer self-service
- Empower customers with information at their fingertips



## 3. Versatile Insurance Marketplace

*OrderCloud's flexibility excels beyond other commerce providers by providing scalable solutions for insurance marketplaces, accommodating various vendors, Insurtech players and complex product catalogs.*

- Scalable marketplace solutions adaptable to insurance products
- Support for diverse vendor and product integration
- Headless commerce enabling flexible, user-centric experiences



## 4. Streamlined Claims Processing & Workflows

*Sitecore's Composable DXP optimizes workflows with tailored solutions and agnostic connectors, integrating key systems across the landscape with no-code extensions, and providing personalized customer portals.*

- Streamlined claims management with integrated workflows
- Personalized claimant portals for submitting/tracking claims
- Automated communication at each step of the process

# How Sitecore Aligns With The Insurance Business Context



# Fitting Sitecore to the insurance context (1/3)

Delivering excellence across content-to-commerce journeys



## Claims Processing Optimization

- **Objective:** Elevate the efficiency and user-friendliness of the claims process, markedly reducing the time from claim submission to resolution, thereby increasing policyholder satisfaction and trust in the insurance provider.
- **Our solution:** leverage automated workflows and smart forms within a dynamic claims submission portal, so the system can guide policyholders through a streamlined, step-by-step process that intelligently categorizes and routes claims for rapid response and resolution.



## Risk Assessment Innovation

- **Objective:** Refine the precision of risk models by leveraging dynamic customer data, thereby offering more accurate premium calculations and fostering trust through transparency with policyholders.
- **Our solution:** aggregate and process vast amounts of data from various digital touchpoints. Integrate with real-time analytics and machine learning models as part of the risk assessment framework to continuously refine and update risk scores, premium suggestions, and policy terms, leading to more personalized and fair insurance offerings.



## Personalized Policy Recommendations

- **Objective:** Deliver highly individualized policy options to customers by analyzing their unique profiles, engagement patterns, and life changes, thus driving retention and increasing policy uptake.
- **Our solution:** construct a holistic view of the customer. Combine this with predictive analytics to anticipate customer needs and present bespoke policy recommendations through various digital channels, ensuring that offerings align closely with individual risk factors and preferences.

# Fitting Sitecore to the insurance context (2/3)

Delivering excellence across content-to-commerce journeys



## Regulatory Content Compliance

- **Objective:** Ensure all digital content adheres to insurance regulations and privacy laws by using a robust content management system.
- **Our solution:** intelligent content management capabilities to automate compliance checks and updates in real-time.



## Tailored Policyholder Education

- **Objective:** Create personalized educational experiences for policyholders regarding insurance plans and services, which can be consumed across a variety of channels.
- **Our solution:** leverage our decisioning capabilities to deliver content that educates customers on their policy details and insurance benefits without infringing on privacy.

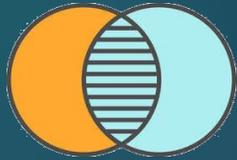


## Market Insights & Trend Analysis

- **Objective:** Use advanced analytics to understand customer needs and market trends to inform insurance product offerings.
- **Our solution:** employ analytics, AI capabilities and our partnership with Microsoft and extensions to turn data into insights that drive product development and strategic marketing.

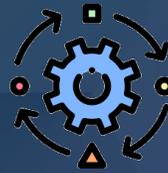
# Fitting Sitecore to the insurance context (3/3)

Delivering excellence across content-to-commerce journeys



## Unified Brand Messaging

- **Objective:** create, curate, manage and deliver consistent brand messaging tied to policy data across all consumer-facing channels, ensuring alignment with the insurer's transformation goals and regulatory standards.
- **Solution:** employ omnichannel content delivery to ensure cohesive brand messaging that is sensitive to the company's strategic pivot and maintains message consistency across all platforms.



## Streamlined Content Operations

- **Objective:** implement an efficient backend system for end-to-end content operations connecting different stakeholders, enabling rapid deployment and updates in response to market and regulatory changes.
- **Solution:** leverage a centralized content hub that streamlines the creation, management, and deployment of content, allowing for agility in response to shifting market conditions and regulatory changes.



## Engagement & Retention Strategies

- **Objective:** develop strategies for engaging and retaining policyholders who have provided the necessary consent, including loyalty programs and personalized communications, while strictly adhering to industry regulations.
- **Solution:** develop engagement strategies that foster long-term policyholder relationships, integrating loyalty and retention programs that operate within the strict boundaries of insurance industry regulations.

# A value-based partnership focused on the right KPIs



Enhance operational agility, manage risk, scale business results.

Dimension	KPIs	Sitecore's Capabilities to Help
<b>Customer Acquisition &amp; Retention</b>	<ul style="list-style-type: none"><li>- Growth in policyholder base</li><li>- Increase in policy renewal rates</li></ul>	<ul style="list-style-type: none"><li>- Targeted marketing automation campaigns</li><li>- Personalized customer journey mapping</li></ul>
<b>Claims Processing Efficiency</b>	<ul style="list-style-type: none"><li>- Reduction in average claims processing time</li><li>- Increase in customer satisfaction with claims experience</li></ul>	<ul style="list-style-type: none"><li>- Automated claims workflow management</li><li>- Real-time updates and tracking for customers</li></ul>
<b>Risk Management &amp; Compliance</b>	<ul style="list-style-type: none"><li>- Accuracy of risk assessment</li><li>- Compliance with industry regulations</li></ul>	<ul style="list-style-type: none"><li>- Integration of real-time analytics for risk profiling</li><li>- Compliance content management system</li></ul>
<b>Digital Customer Experience</b>	<ul style="list-style-type: none"><li>- Net Promoter Score (NPS)</li><li>- Customer effort score (CES)</li></ul>	<ul style="list-style-type: none"><li>- Omnichannel platform for unified interface</li><li>- AI-driven personalization and support</li></ul>
<b>Policy Personalization</b>	<ul style="list-style-type: none"><li>- Uptake of personalized policy recommendations</li><li>- Customer engagement with policy tools</li></ul>	<ul style="list-style-type: none"><li>- Customer Data Platform for detailed profiling</li><li>- Dynamic policy customization engine</li></ul>
<b>Operational Agility</b>	<ul style="list-style-type: none"><li>- Reduction in operational costs</li><li>- Improvement in process automation</li></ul>	<ul style="list-style-type: none"><li>- DXP to streamline back-office operations</li><li>- Content optimization for operational efficiency</li></ul>
<b>Fraud Detection &amp; Prevention</b>	<ul style="list-style-type: none"><li>- Decrease in fraudulent claims</li><li>- Improved detection rates</li></ul>	<ul style="list-style-type: none"><li>- AI and machine learning for pattern detection</li><li>- Real-time alerts and automated reporting systems</li></ul>

# Sitecore's Solution Overview & Use Case Potential



# Sitecore Go To Market & Value Propositions

Summary view

PaaS  
Or SaaS



Platform  
DXP

Friendly  
Neighbour



Composable  
DXP

Better  
Together



XM Cloud  
Plus

## Sitecore Value Proposition Pillars



Experience  
Management



Content  
Operations



Limitless  
Commerce



OrderCloud



# Sitecore Solution In A Nutshell

Illustrative target landscape

## Sitecore Composable DXP

### Enterprise Systems



APIs



Connectors



Micro-Services



Webhooks



Files



Other



### Integration Layer Capability & Connectors

Content

Customer Data

Products & Finance Data



### Sitecore Partnerships & Extensions

+

Experience Delivery

Customer Insight

X-Channel Management

Relevant Journeys

### Connected Customer Journeys

# Mapped Composable DXP Components

Illustrative target landscape

## Sitecore Composable DXP

### Enterprise Systems



APIs



Connectors



Micro-Services



Webhooks



Files



Other

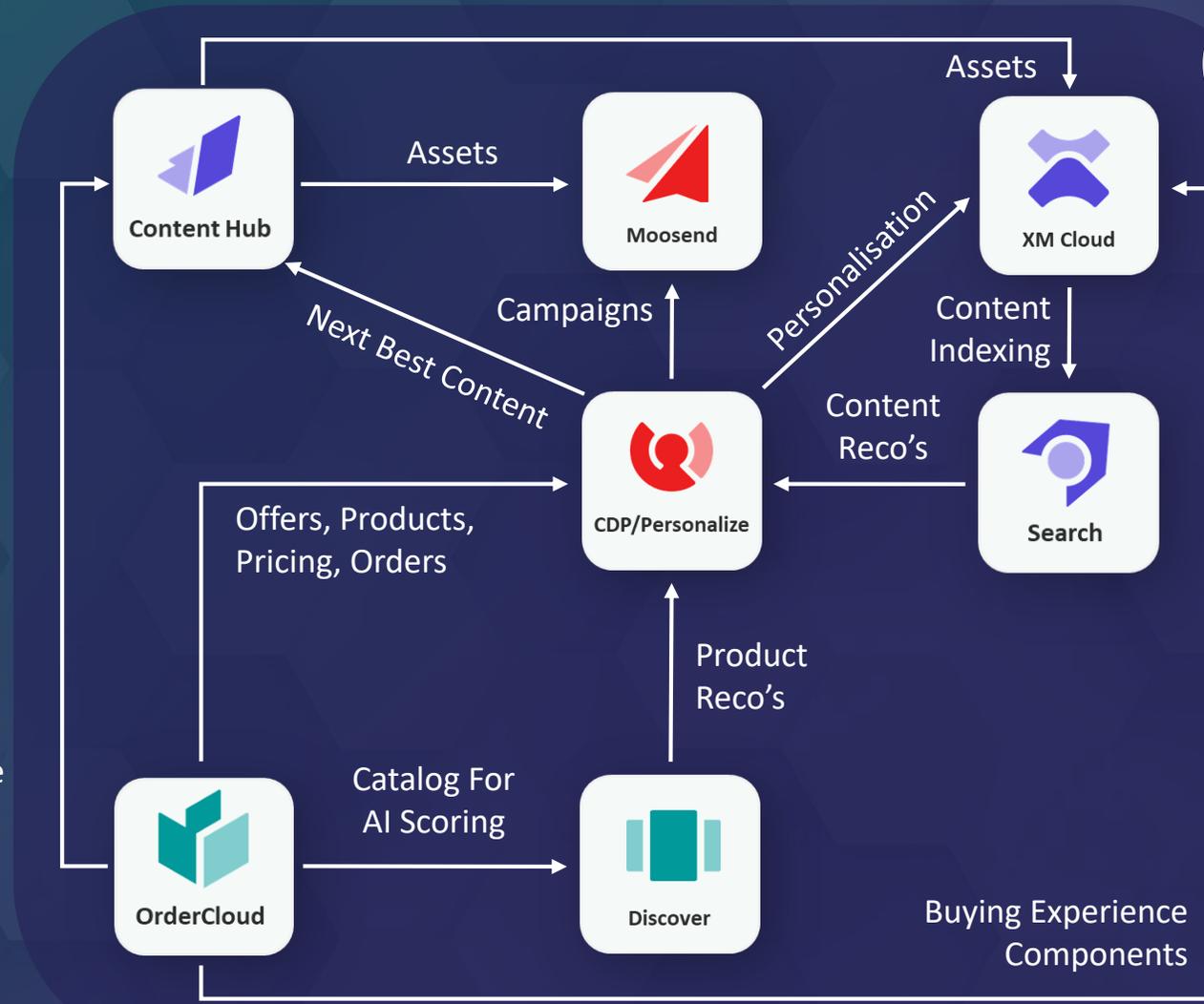


### Sitecore Connect / Middleware

Content

Customer Data

Products & Finance Data



### Sitecore Partnerships & Extensions

Experience Delivery

Customer Insight

X-Channel Management

Relevant Journeys

### Connected Customer Journeys

# 1. Efficient Policy Onboarding

Illustrative use cases for Insurance



Customers encounter time-consuming onboarding processes, often duplicating effort across multiple forms and channels.



Level 1 Solution



Implement Sitecore's DXP to create a streamlined onboarding system that consolidates forms and automates data entry across channels.



Incremental Roadmap Opportunities

## Seamless Policy Lifecycle Management

- **Challenge:** Customers face fragmented interactions throughout the policy lifecycle, from onboarding to renewals.
- **Sitecore Solution:** Integrate Sitecore's XM Cloud for content delivery, Content Hub for asset management, and CDP/Personalize for continuous customer data analysis, creating a seamless policy management system.
- **Outcome:** Policyholders experience a cohesive journey, increasing satisfaction and loyalty, while the insurer sees uplift in renewals and operational cost savings.

Reduced onboarding time enhances customer satisfaction, while the insurer benefits from improved operational efficiency.



# 2. Interactive Policy Education

Illustrative use cases for Insurance



Potential policyholders lack a deep understanding of policy nuances, leading to underinsured decisions.



Level 1 Solution



Leverage Sitecore's Content Hub to develop interactive, educational content that simplifies complex insurance policies.



Incremental Roadmap Opportunities

## Gamified Insurance Education Platform

- **Challenge:** Customers often do not engage with educational resources due to a lack of interactivity and personal relevance.
- **Sitecore Solution:** Combine Sitecore's Content Hub with interactive elements from Discover to create a gamified learning experience that adapts to each user's actions and history.
- **Outcome:** Enhanced engagement with educational content leads to better-informed customers and more appropriate coverage choices.



Better-informed customers make more suitable coverage choices, increasing trust and policyholder retention.

# 3. Omni-Channel Service Integration

Illustrative use cases for Insurance



Insurers struggle with maintaining service quality across various customer touchpoints.



Level 1 Solution



Sitecore Solution: Use Sitecore's XM Cloud to unify customer service channels, providing consistent support regardless of touchpoint.



Incremental Roadmap Opportunities

## Integrated Customer Experience Suite

- **Challenge:** Providing a consistent quality of service across digital, call center, and in-person interactions remains a challenge.
- **Sitecore Solution:** Deploy a unified service platform using Sitecore's XM Cloud and CDP/Personalize, alongside Send for coordinated messaging campaigns across all customer touchpoints.
- **Outcome:** A unified customer service suite improves resolution times and overall service satisfaction, enhancing the insurer's reputation.



Customers enjoy a seamless support experience, leading to higher NPS and increased customer loyalty.

# 4. Proactive Renewal System

Illustrative use cases for Insurance



Insurers miss opportunities to proactively engage with customers on policy renewals.



Level 1 Solution



Employ Sitecore's CDP/Personalize to analyze policyholder data and initiate renewal communications before the policy end date.



Incremental Roadmap Opportunities

## Agile Compliance Communication

- **Challenge:** Standard renewal processes often fail to consider the evolving needs and preferences of policyholders.
- **Sitecore Solution:** Utilize the full suite of Sitecore's Composable DXP including XM Cloud, CDP/Personalize, and Send, to create a tailored renewal journey that anticipates policy changes and customer preferences.
- **Outcome:** Personalized renewal experiences lead to increased retention rates and premium growth.



Timely renewals and personalized interactions raise renewal rates and reinforce customer engagement.

# 5. Digital Insurance Ecosystem Platform

Illustrative use cases for Insurance



Insurers are looking to expand their digital service offerings but face complexities in integrating various InsurTech solutions.



Level 1 Solution



Use Sitecore's OrderCloud to establish a centralized digital ecosystem that streamlines the integration and management of InsurTech services.



Incremental Roadmap Opportunities

## Enhanced B2B Client Engagement

- **Challenge:** Insurers need to modernize their product offerings and streamline procurement in the digital insurance landscape.
- **Sitecore Solution:** Leverage Sitecore's OrderCloud to build an insurtech marketplace that connects insurers with technology providers, simplifying the procurement of innovative insurance technology solutions.
- **Outcome:** The marketplace positions the insurer at the forefront of the insurtech space, facilitating easy access to innovative solutions and partnerships, driving operational efficiency, and offering competitive, cutting-edge products to customers.



The insurer enhances its digital capabilities, offering a broader range of services more efficiently, improving customer satisfaction, and operational agility.

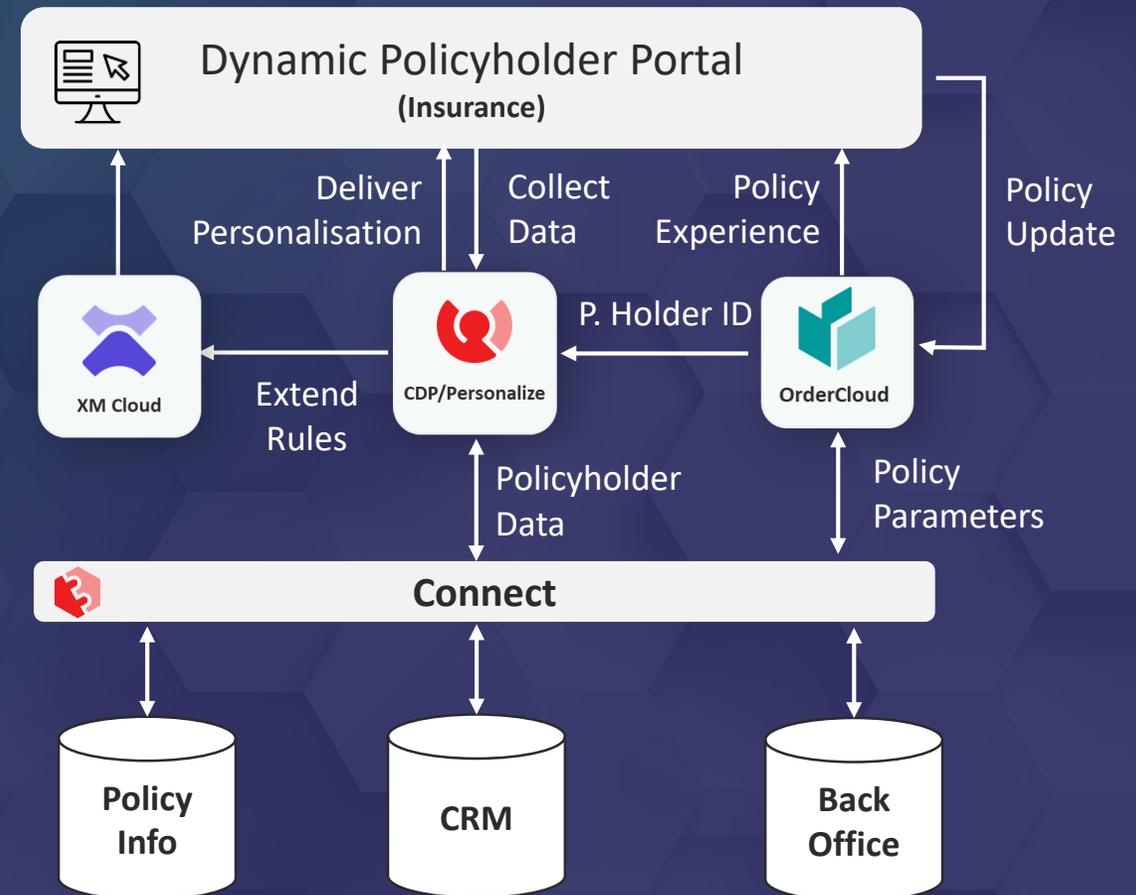
# Sitecore Insurance AOTP: Selected Playbook Use Cases



# 1. Real-time Policy Customization Engine

Leveraging the combined flexibility of headless content and commerce experiences

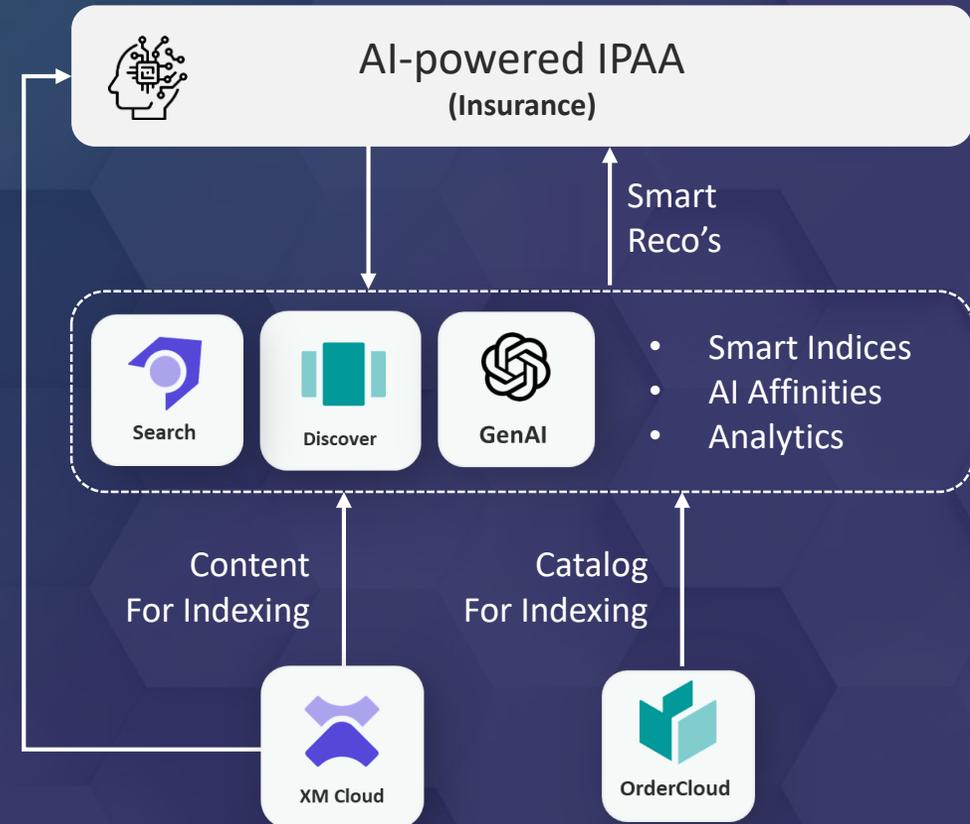
- Challenge:** In the insurance sector, providers struggle to offer real-time, flexible policy adjustments that match the immediate needs and lifestyle changes of customers.
- Sitecore Solution:** Facilitate the creation of insurance policies that adjust in real-time to life events, customer behavior, and preferences, all managed through a central dashboard.
- Outcome:** Policyholders can adjust coverage and terms instantaneously through an intuitive interface, reflecting real-time life changes such as purchasing a new car or home.



## 2. Interactive Policy Adjustment Advisor (IPAA)

Delivering intelligent, conversational experiences that meet customer needs

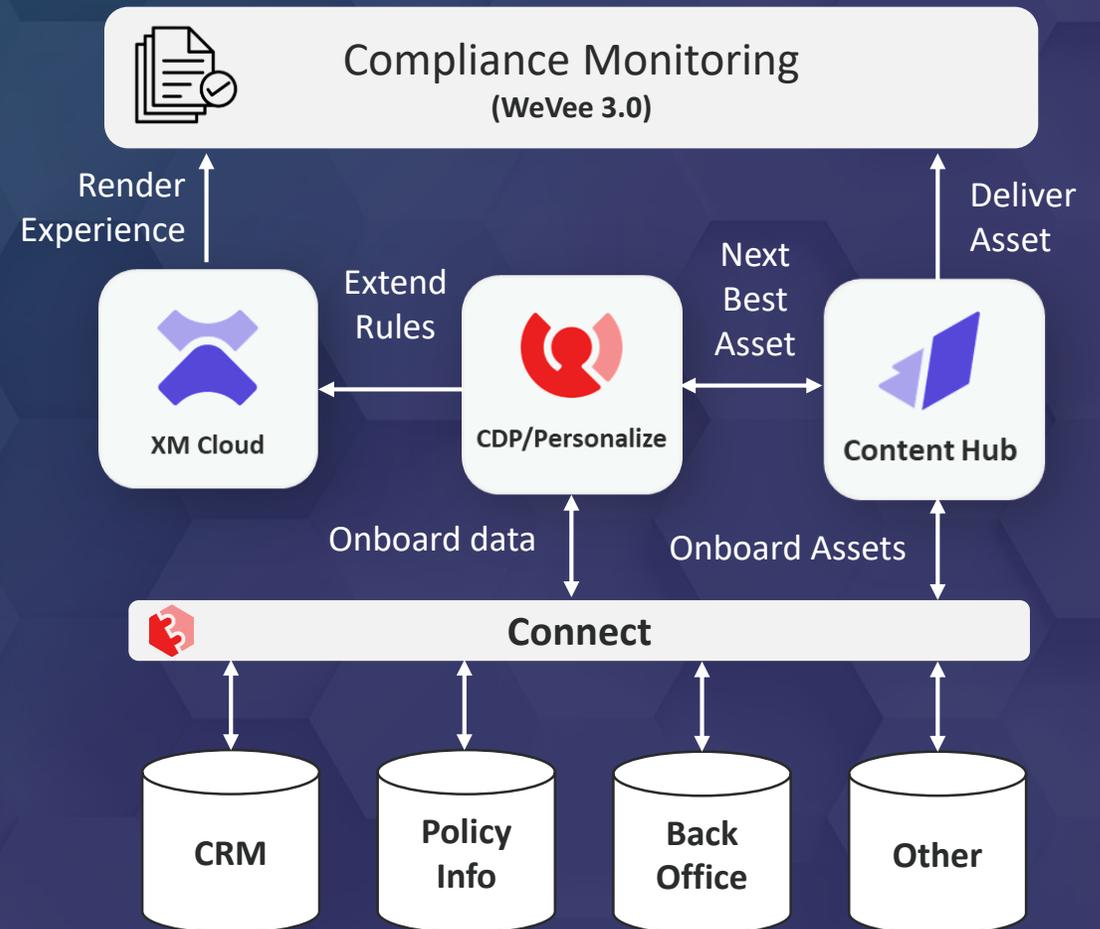
- **Challenge:** Customers often overlook beneficial policy adjustments due to the complexity of understanding insurance options and recognizing the right time for changes.
- **Sitecore Solution:** AI-driven Interactive Policy Adjustment Advisor (IPAA) able to sift through vast policy options and customer data to suggest optimal policy adjustments.
- **Outcome:** IPAA delivers an intuitive, conversational experience, guiding customers to make informed policy adjustments easily. It anticipates needs based on life events and search behaviors, offering real-time, data-driven recommendations.



# 3. Personalized Policy Lifecycle Hub

Catering to individual customer needs with tailored policy recommendations

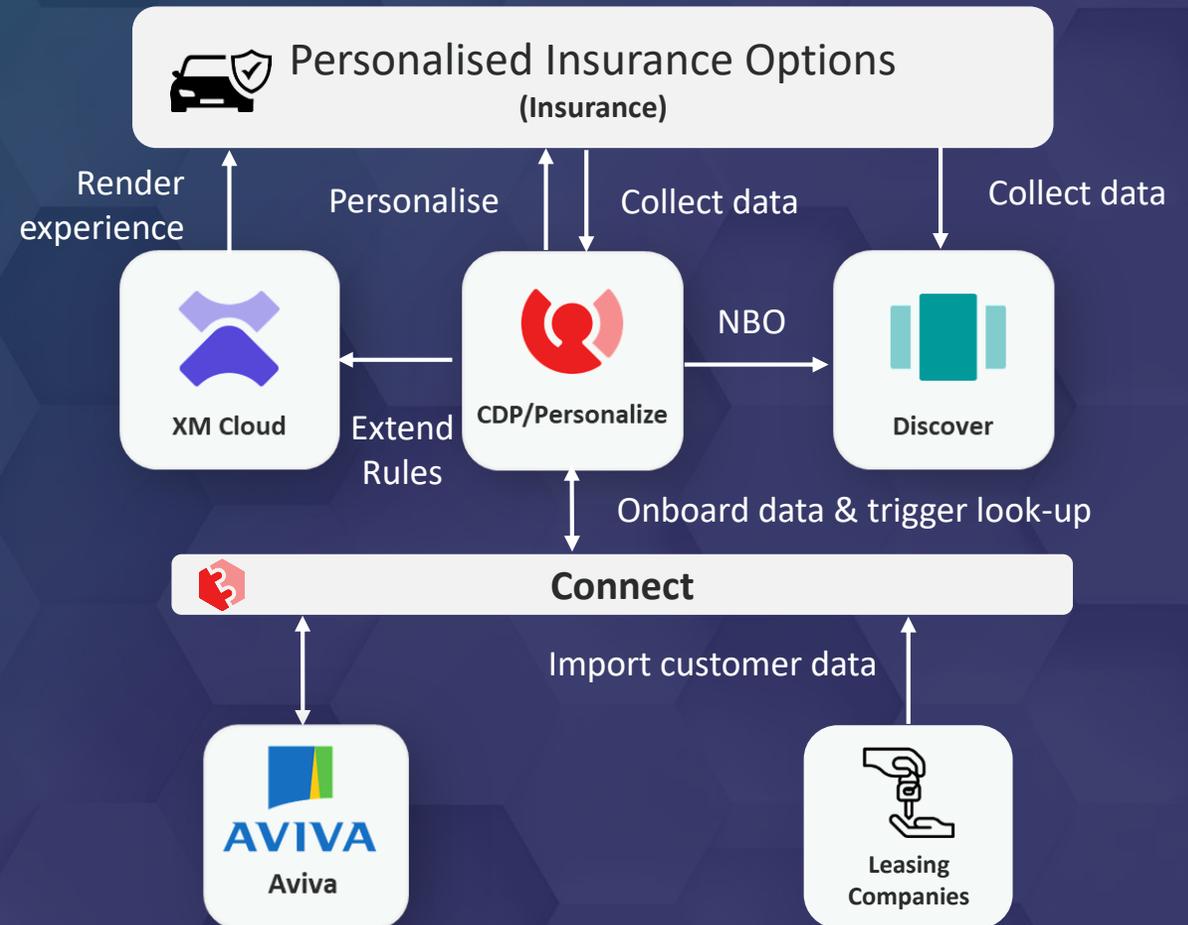
- **Challenge:** Insurers face challenges in delivering cohesive policy management experiences that cater to individual customer needs throughout the policy lifecycle.
- **Sitecore Solution:** Provide a centralized platform for policy management, driven by customer data for personalized interactions and tailored policy recommendations. Manage and serve relevant documents based on journeys & preferences.
- **Outcome:** Bespoke policyholder experience that drives engagement and loyalty, ensuring that policy management is a smooth, personalized process from initial purchase to renewal or adjustment.



# 4. Personalized Motor Insurance Options

Providing seamless connectivity across the ecosystem, from asset to policy and vice versa

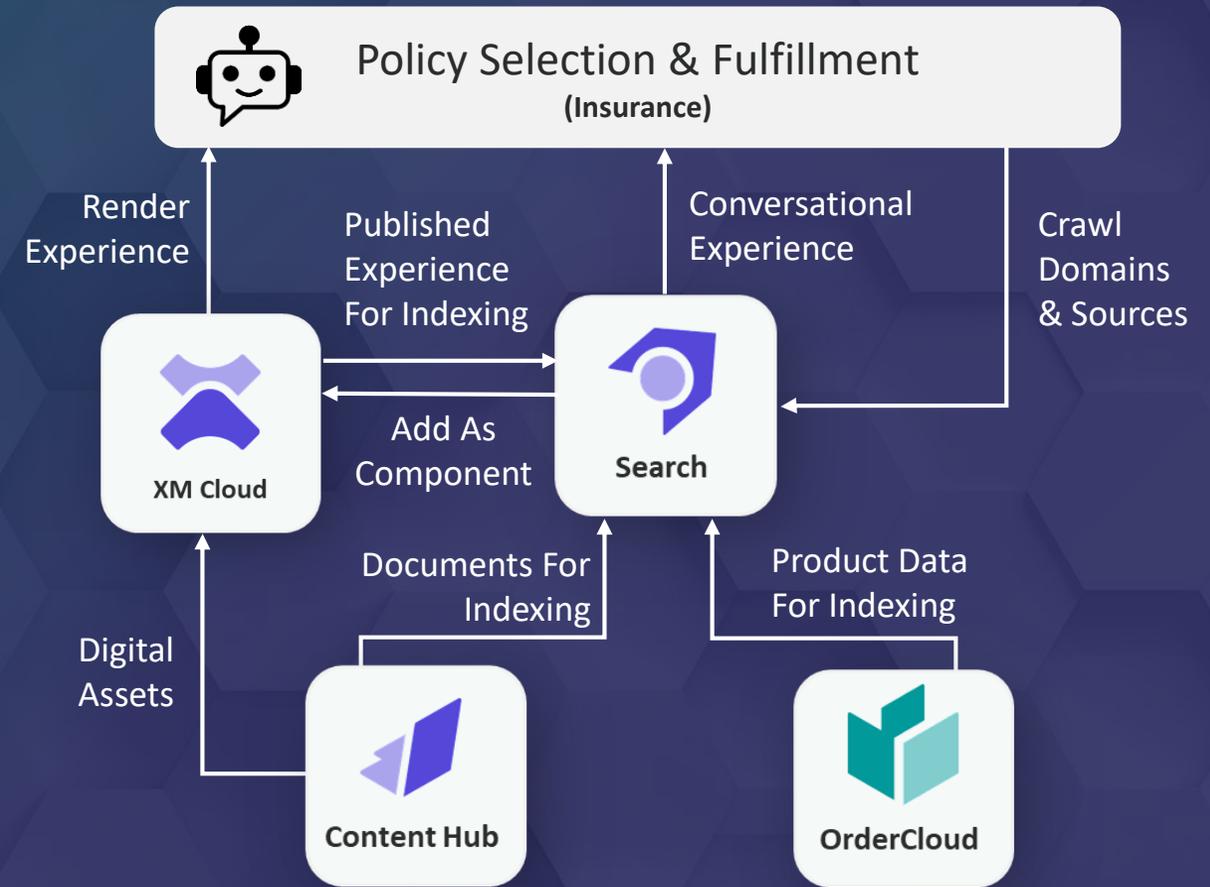
- **Challenge:** Customers find it challenging to choose the right insurance options for their vehicles, especially when leasing.
- **Sitecore Solution:** Advanced data analysis and customer behavior tracking to offer personalized motor insurance options. Integrate these insights through seamless connectivity, ensuring they are prominently displayed within the employee-facing portal, enhancing decision-making and personalization for motor insurance offerings.
- **Outcome:** Customers see insurance options tailored to their needs, resulting in higher satisfaction and potential to earn referral fees.



# 5. Integrated Policy Selection & Fulfillment

Catering to individual customer needs with tailored policy recommendations

- **Challenge:** Customers seeking insurance face difficulties in finding, customizing, and purchasing policies that precisely meet their needs due to disjointed systems & lack of cohesive information.
- **Sitecore Solution:** platform that can guide customers through the process of discovering suitable insurance policies, customizing them based on personal needs, and seamlessly completing purchases, all within a unified digital experience.
- **Outcome:** Customers can easily navigate through a wide array of policies, find the ones that best suit their requirements using advanced search, customize their choices, and finalize their purchases with ease.





# Thank you!

Do reach out in case of any questions.

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