

Connected Insurance USA

27 - 30 Nov 2018

Poll results

Table of contents

Pink Room: Innovative Tech Stream

- On a scale of 1-10 how aware is your organization of your customers' digital requirements? (10 being fully clued-up on what your customers want)
- In one word, what does 'digital capability' bring to your organization?
- Who in your organization is chiefly responsible for driving your 'digital strategy' forwards?
- In 2019, what will be the biggest challenge in reaching your 'digital strategy' goals?
- What percentage of your communication strategies should be fully digital?

Blue Room: Customer Engagement Stream

- On a scale of 1-10, how much trust does the public have in the insurance industry to deliver a fair and equitable service? (10 being complete and utter trust)
- What is the most important aspect of an insurance policy for a customer?
- Aside from renewal and claims, do your customers want to hear from you?

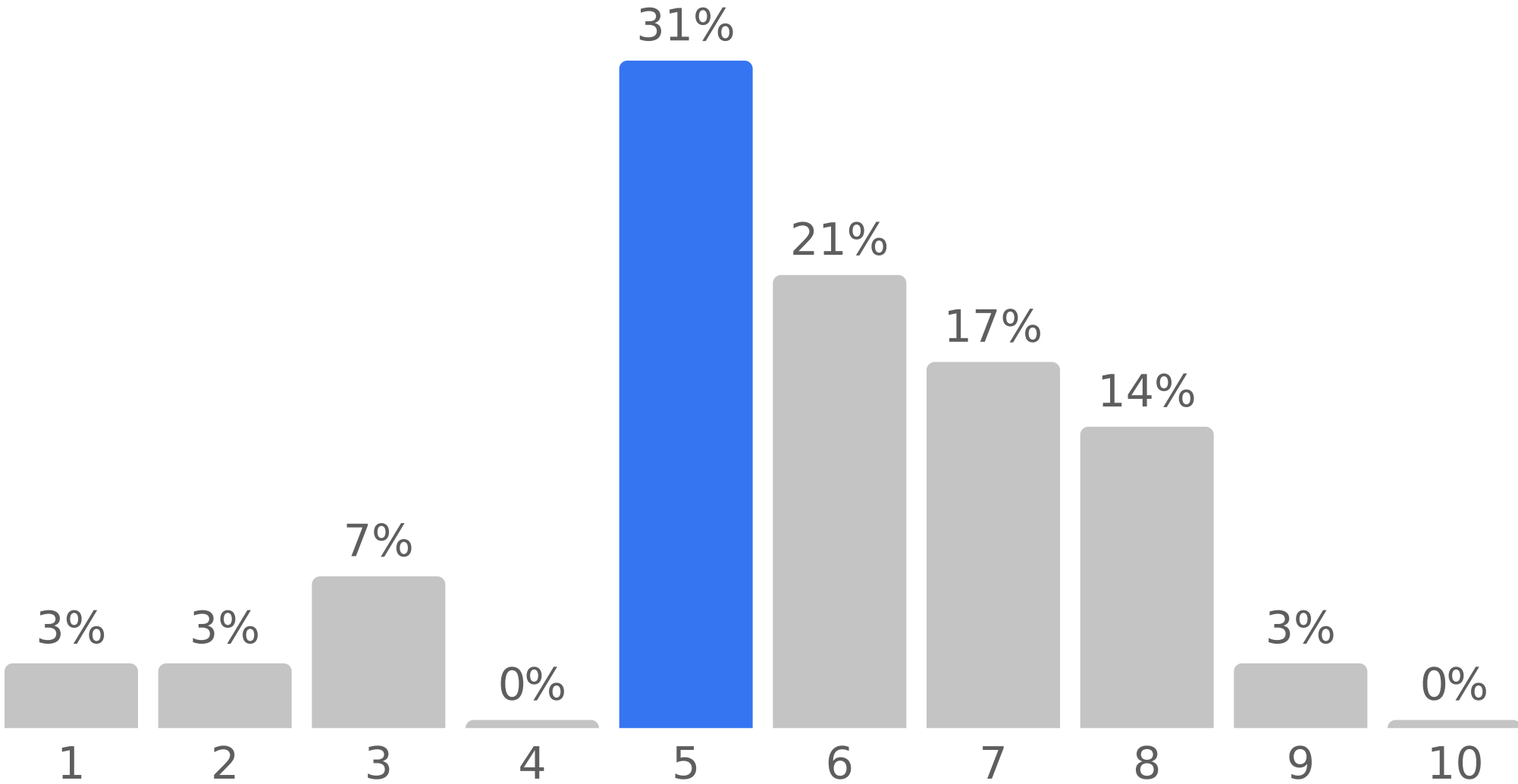
Table of contents

- Will the incumbent insurance carriers be threatened from outside industry companies for significant market share?
- In one word, what must insurers change in order to stay relevant to their target markets?

Pink Room: Innovative Tech Stream

On a scale of 1-10 how aware is your organization of your customers' digital requirements? (10 being fully clued-up on what your customers want)

Score: 5.7



In one word, what does 'digital capability' bring to your organization?

033



Who in your organization is chiefly responsible for driving your 'digital strategy' forwards?

032



In 2019, what will be the biggest challenge in reaching your 'digital strategy' goals?

0 3 4

Funding



Partners



Infrastructure



Lack of direction



What percentage of your communication strategies should be fully digital?

043

<25%

2 %

25-50%

14 %

50-75%

35 %

Over 75%

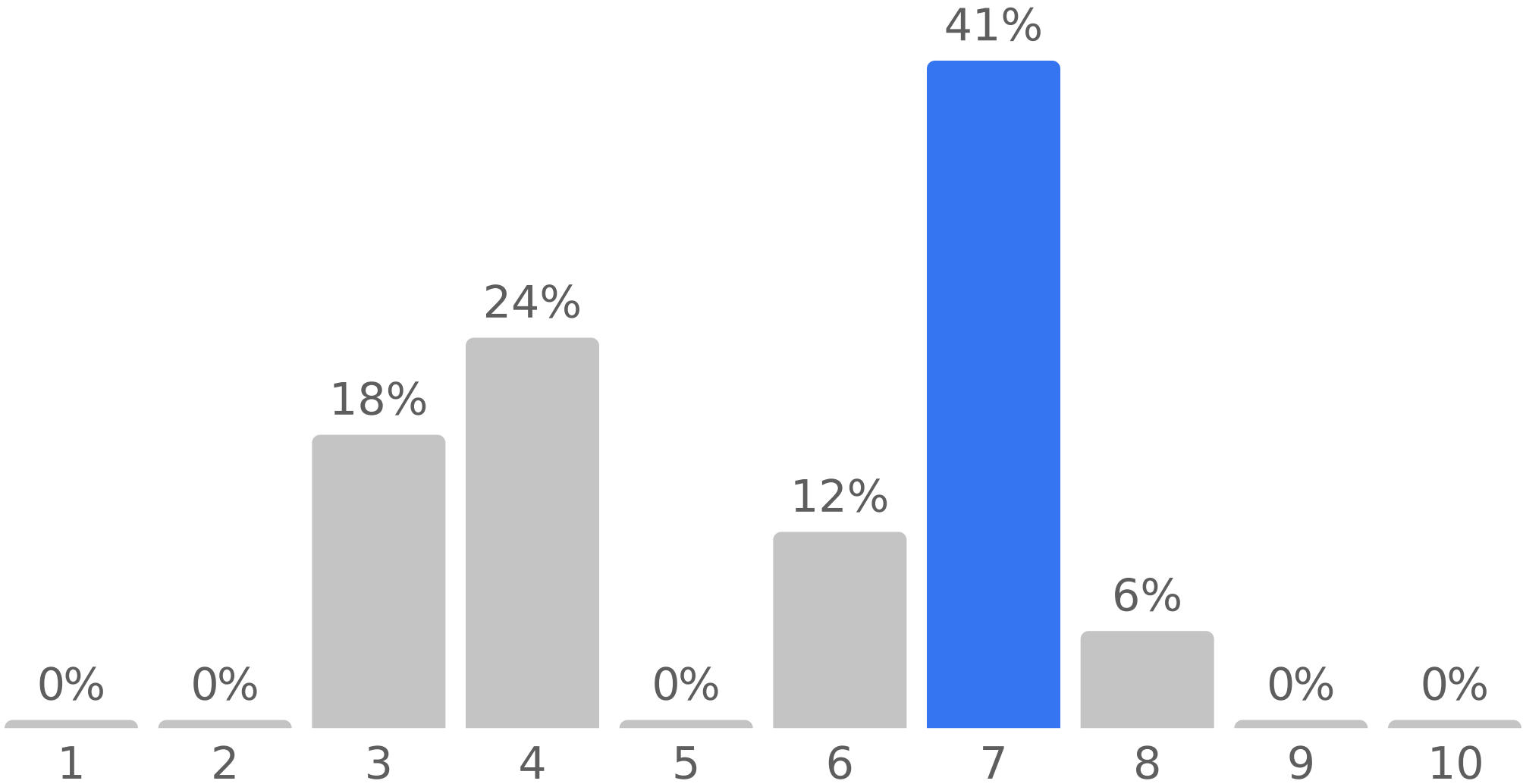
49 %

Blue Room: Customer Engagement Stream

On a scale of 1-10, how much trust does the public have in the insurance industry to deliver a fair and equitable service? (10 being complete and utter trust)

0 1 7

Score: 5.5



What is the most important aspect of an insurance policy for a customer?

020

Compliance

0 %

Price

30 %

Peace of mind

55 %

Extra value-add services beyond standard policies

20 %

Aside from renewal and claims, do your customers want to hear from you?

022

Yes



No



Will the incumbent insurance carriers be threatened from outside industry companies for significant market share?

0 2 1

Yes



No



In one word, what must insurers change in order to stay relevant to their target markets?

0 2 3

