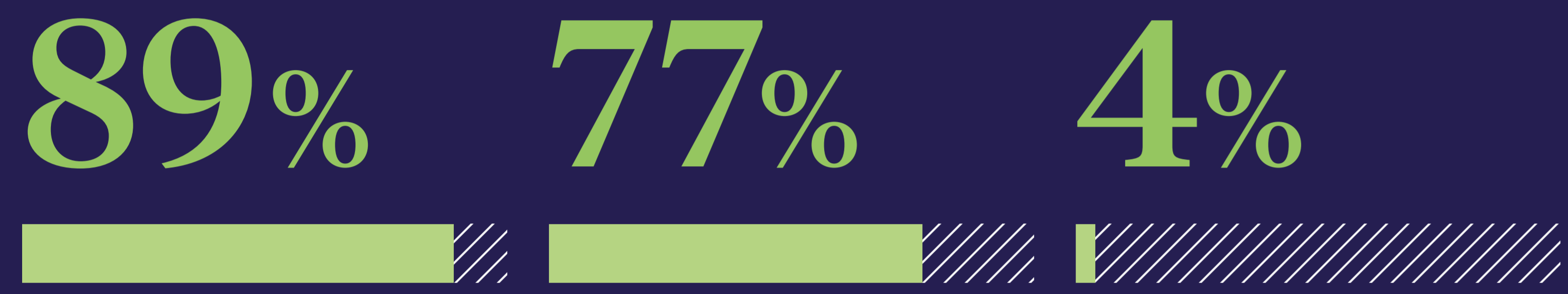


PERSONALISED PREMIUMS

The ability to offer insurance products tailored to each individual customer is predicted to be commonplace in the coming years, according to research. And while the expectations of providers continue to grow, the benefits they will experience from value-added services could be transformative



of insurers expect that, within five years, personalised insurance will be expected as a standard practice

believe that, in the future, all insurers will have access to the same data, and therefore the quality of analytics will provide the competitive edge

can currently adjust the individualised personalisation of product bundles in real time, based on data from connected devices

Earnix 2019

MAIN WAYS INSURERS ARE PERSONALISING PRODUCTS

Level of personalisation insurers are currently able to deliver

38% Segmentation based on demographics only

4% Individualised personalisation adjusted in real time, based on data from connected devices

37% Segmentation based on behaviours of the individual consumer

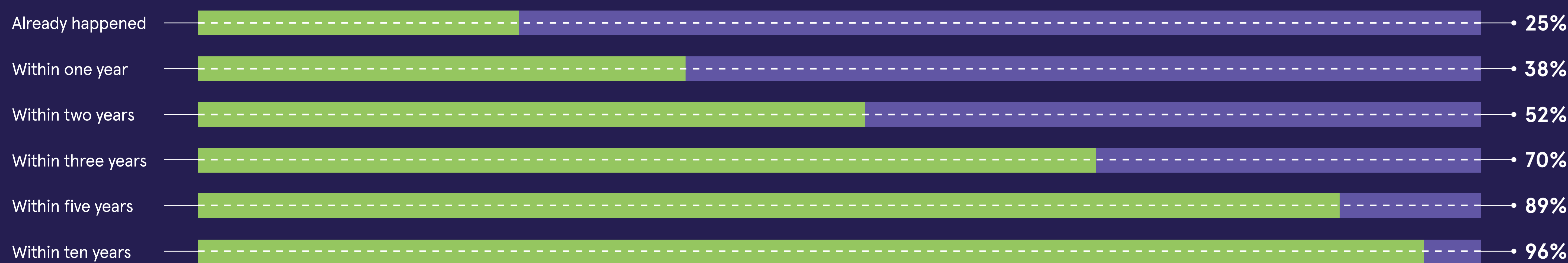
21% Individualised personalisation (tailoring to an individual rather than a market)

Earnix 2019

CUSTOMER EXPECTATIONS OF PERSONALISATION

When insurers anticipate customers will expect individualised personalisation as standard

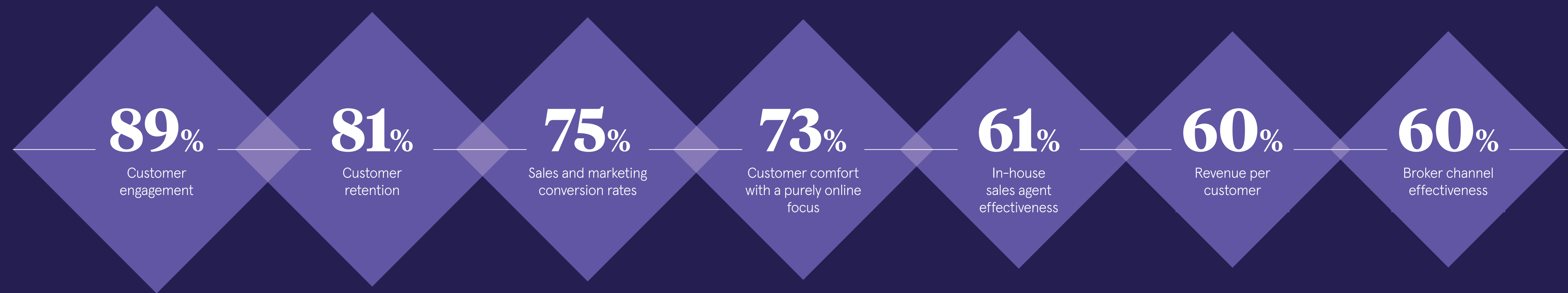
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PROVIDER BENEFITS FROM INSURANCE PERSONALISATION

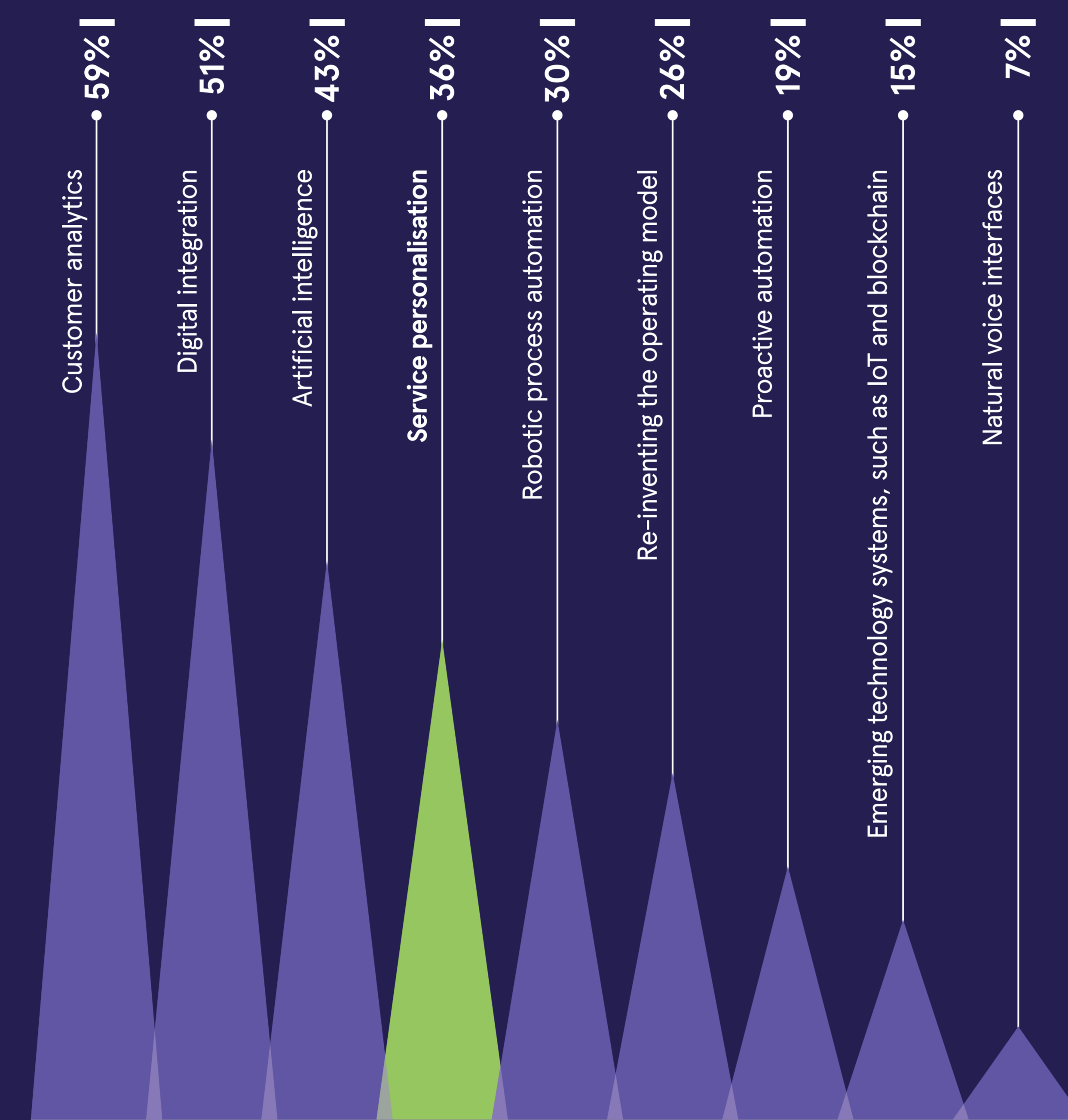
Survey of insurers offering advanced, personalised services

Earnix 2019



DRIVING SUPERIOR CUSTOMER EXPERIENCE

Insurers ranked the top things most likely to reshape their customer experience over the next five years

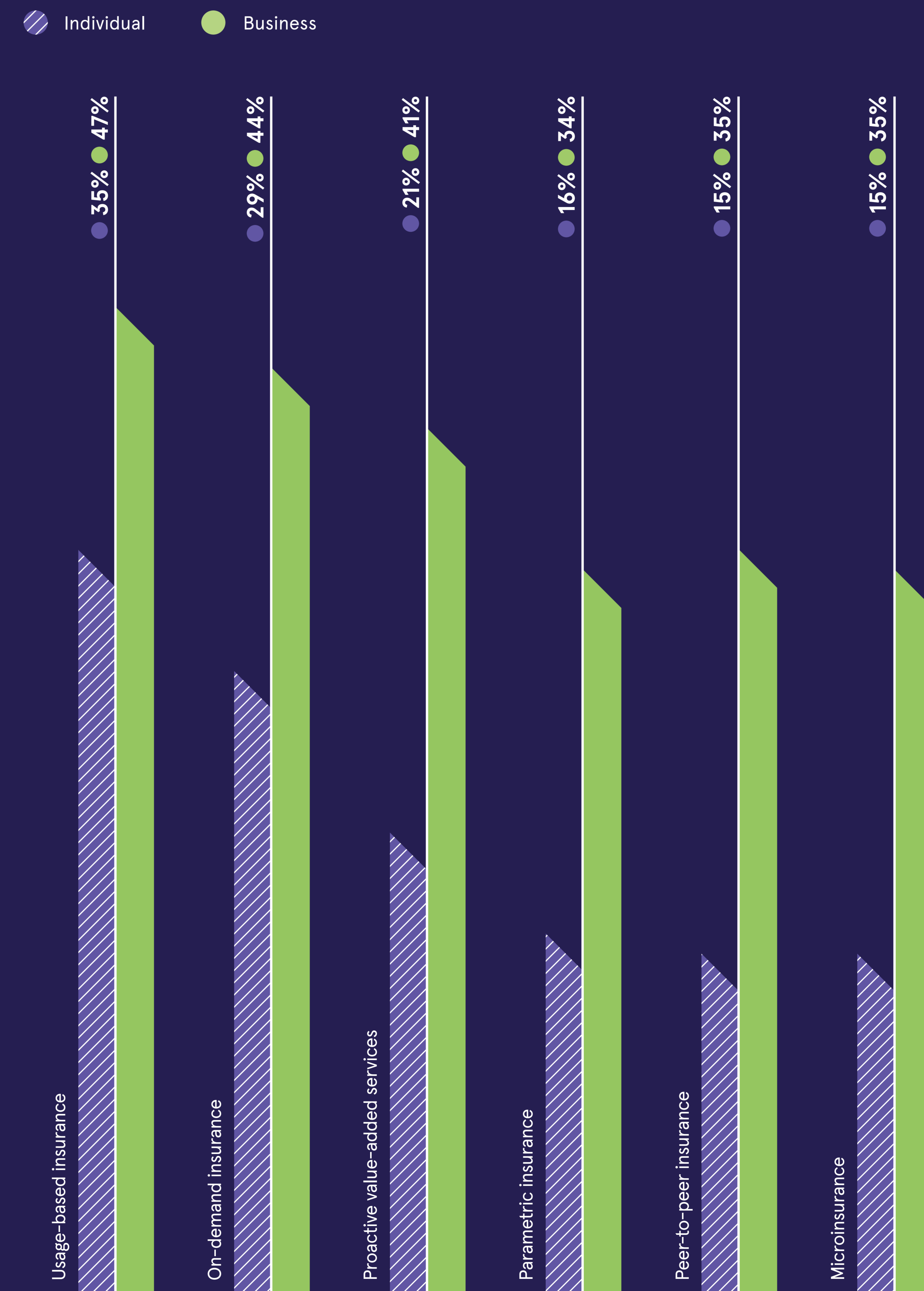


Dimension Data/NTT 2019

CUSTOMER INTEREST IN NEW INSURANCE MODELS

Survey of both individuals and business customers

Capgemini/Efma 2019



DISCONNECT BETWEEN WHAT CUSTOMERS WANT AND WHAT INSURERS OFFER

Customers' demands versus insurers' offerings and level of readiness

Capgemini/Efma 2019

