

Technology Advances in Distribution

Reviewing the impacts of strategy change to insurance distribution

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[NEOS]

A digitally savvy customer drives innovation advances in Distribution.

Digitally Savvy

Gen X – 82M by **2025**

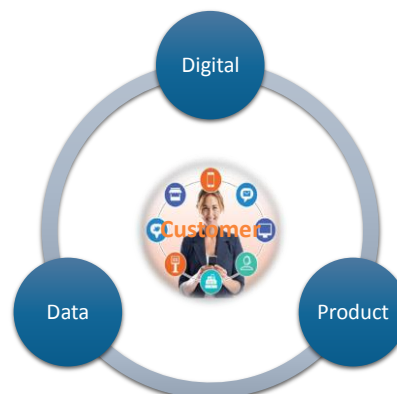
Gen Y – 73M by 2031

Customers are prepared, do their own research and are comfortable with digital technology

Primary Considerations:

- Multi-Channel distribution
- Customer retention
- Enabling efficient processes
- Product diversity
- Payment options
- Customer marketing: segmentation & targeting, but highly personalized

• VIABILITY!



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Acting on Customer-centricity, anticipate needs based on *listening*, and execute *actions* that prove that you are.



Know **what** features they use and **why**

What are they saying and **where** are they saying it?

Listen

Know **where** they are having problems in the digital experience

Know their **Future and Current** life events



Act

Map out **engagement paths** that involve non-traditional scenarios: multiple sales, various channels, and focus on engagement

Increase opportunities for engagement **at the right time**

Anticipate **actions** that might be needed thru monitoring

Develop Customer Personas – Get to “Thin Slicing”

Malcolm Gladwell – “Blink”

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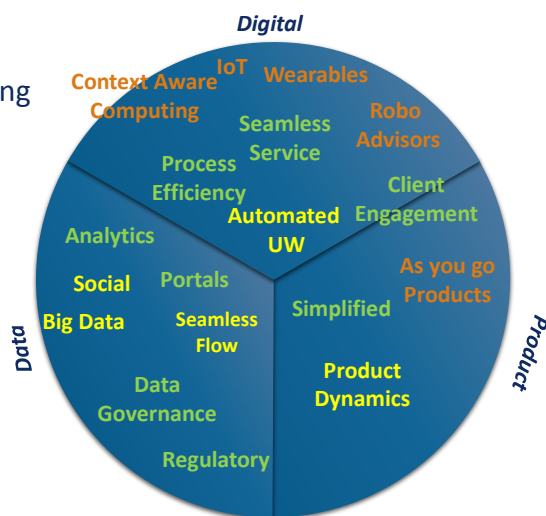
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Digitalization efforts must coincide with data maturity and product innovation.

Where to find the momentum?

Companies are isolating funding, or buying, innovation to build capabilities.



Current Needs
Mid-term aspiration
Future considerations

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Tangible next steps to ensure a right-sized position vs the trends...

Everything starts with an assessment

For every slice of the pie, there are assessments that you can run by asking some basic questions:

Digital Do you have metrics on existing processes?

Digital: Do you know the Voice of your Customer (VOC)?

Data: What data does your Customer/Partner need to sell or service?

Data: Is there clear lineage and governance of your data assets?

Product: What is the digital product plan?

Product: What is the appetite for innovation?



What Actions can you consider from this Session?

- ✓ Distribution is evolving with the Digital Customer, driving advances in Digital, Data and Product innovation
- ✓ Develop the questions to understand the Customer regardless of the channel they use – *Thin Slice*
- ✓ Develop Customer Personas and interaction models by Channel
- ✓ Identify and manage your *critical* data
- ✓ Consider variations and bundling of core products with your membership
- ✓ Thank you!

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Fraternal Alliance Annual Meeting Nashville, TN

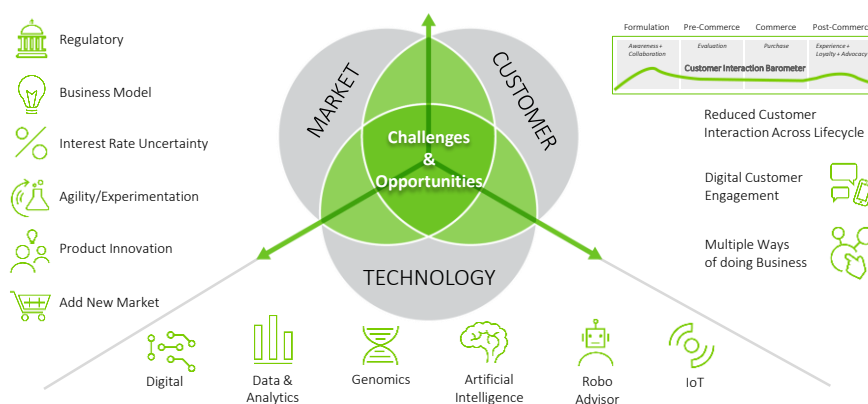
September 9th 2016



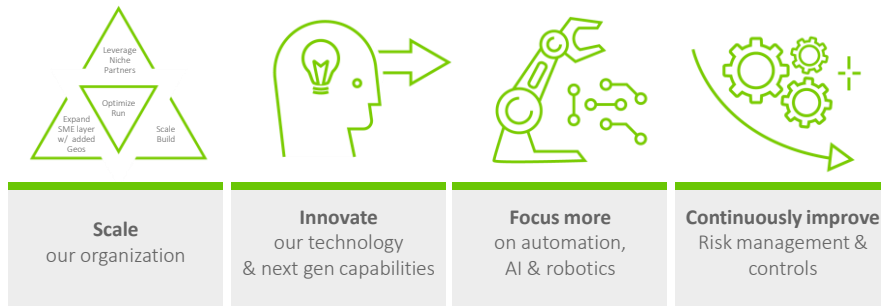
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Current Challenges and Opportunities



What Are We Doing at SE2?



Delivering a Customer Centric Framework incorporating the Technology Enablers

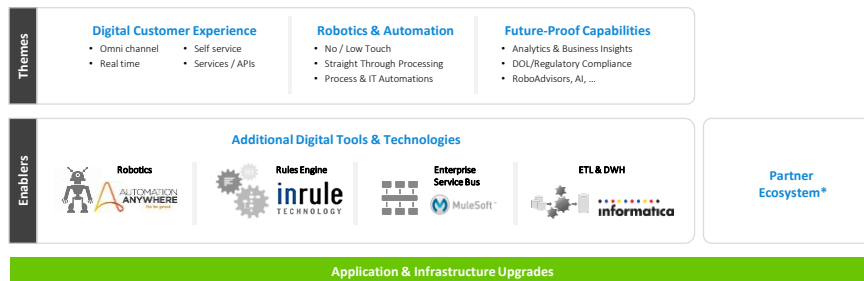
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What Are We Doing at SE2?



These digital enablers have come together in evolving SE2's architecture



In discussions with FinTech & Technology Innovators to further enhance the digital customer engagement and experience

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What Can You Do Today?



Think like a **millennial**, and then create services that would engage them:

- Leverage channels they use day in day out for lead generation and customer service
- Be available anytime on any medium of their choice



Transition to become a **wellness** provider, of both financial and life needs instead of just an insurance provider:

- Adopt the 'telematics' model that P&C is moving towards
- Enable creation of peer advocacy groups
- Create need based product bundling

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What Can You Do Today?



Either **disrupt or be disrupted**, leveraging both market & technology disruptors:

- Identify and stick with your core
- Innovate but be relevant for the markets your expanding in



Go **lean & flexible**, leveraging partner ecosystems, agile/lean methodologies and configurable platforms:

- Build the capability to 'fail fast'
- You don't have to do soup to nuts. Leverage partners.

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Thank You.

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TECHNOLOGY & DISTRIBUTION: Changing the Way We Do Business

Leveraging Social Media with *Natalie Kratzer*

Sept. 9, 2016

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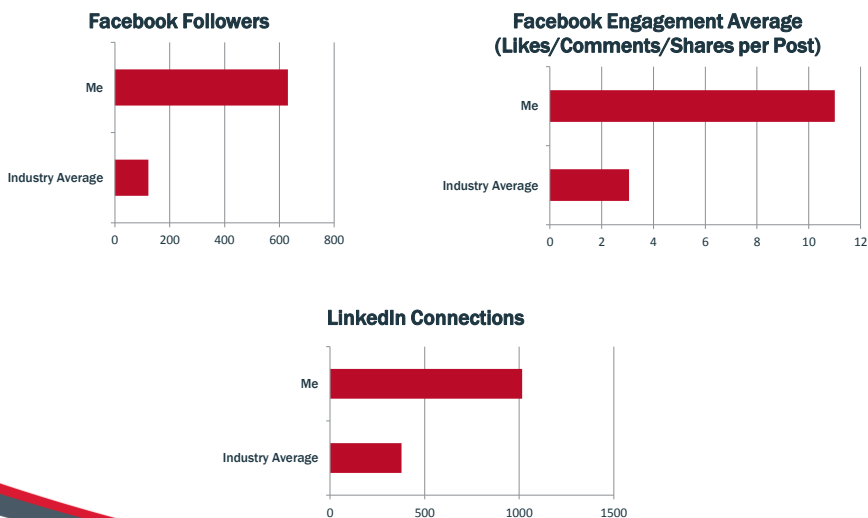
It's nice to meet you!



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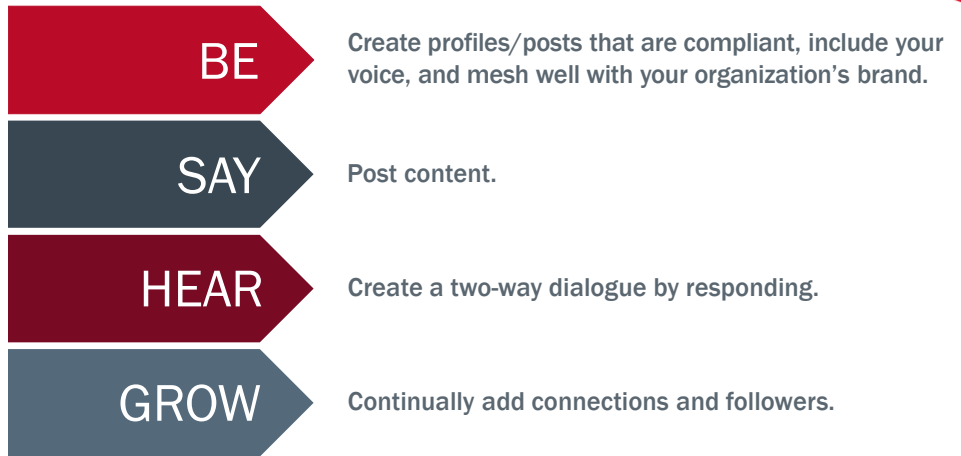
Leveraging Social Media—2016 Q1 results



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Social Media Goals



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Defining Success

Success is more than the resulting sales:

- Your name recognition and network is growing.
- You are using your voice to differentiate yourself within a crowded market.
- You're fortifying/furthering your organization's brand and unique value proposition.
- You're getting found online.
- You're developing deeper, more meaningful connections with your members/clients/customers.

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Facebook Examples



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Questions | Comments | Discussion

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