

Technology Advances in Distribution

Reviewing the impacts of strategy change to insurance distribution

Ernst Renner
Managing Partner
NEOS
www.neosllc.com

© 2016 NEOS LLC

NEOS is a registered trademark of NEOS Holdings, LLC



A digitally savvy customer drives innovation advances in Distribution.

Digital Savvy
Gen X – 82M by **2025**
Gen Y – 73M by 2031

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

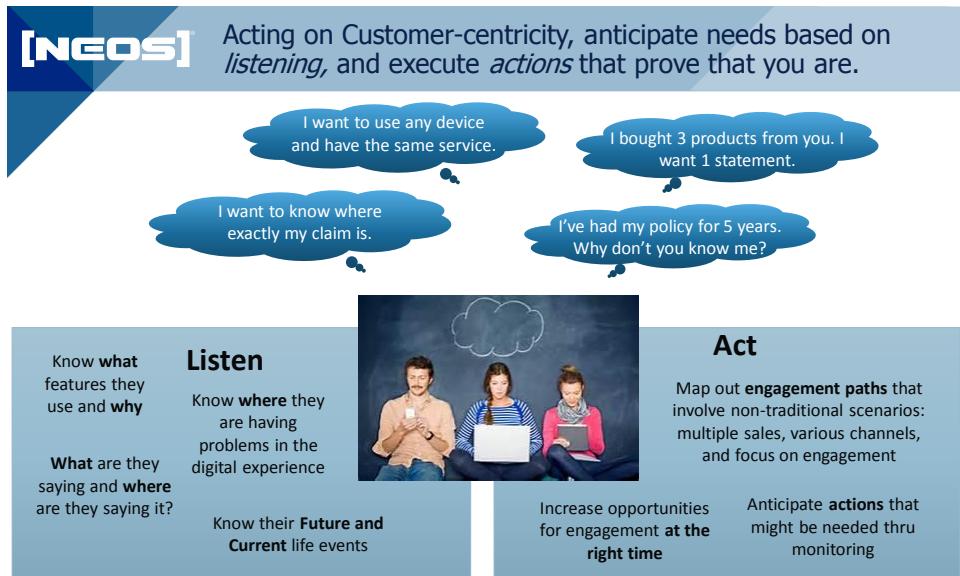
Primary Considerations:

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



© 2016 NEOS LLC

NEOS is a registered trademark of NEOS Holdings, LLC



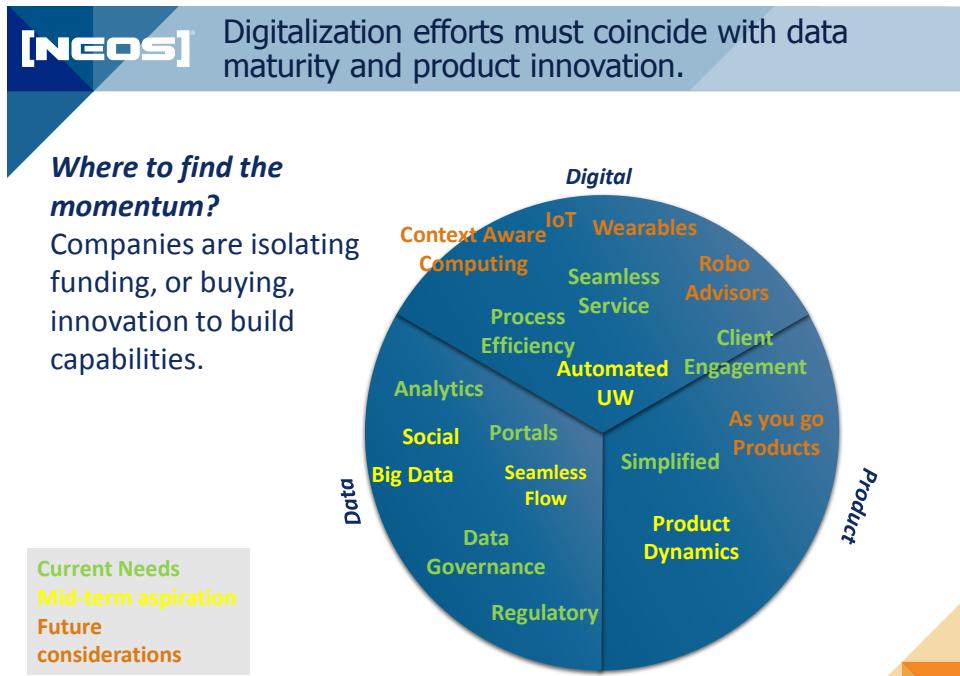
Develop Customer Personas – Get to “Thin Slicing”

Malcolm Gladwell – “Blink”

© 2016 NEOS LLC

NEOS is a registered trademark of NEOS Holdings, LLC

3



© 2016 NEOS LLC

NEOS is a registered trademark of NEOS Holdings, LLC

4



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?

© 2016 NEOS LLC

NEOS is a registered trademark of NEOS Holdings, LLC

5



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!

Contact info: Ernst Renner, Managing Partner @ NEOS erenner@neosllc.com

© 2016 NEOS LLC

NEOS is a registered trademark of NEOS Holdings, LLC

6

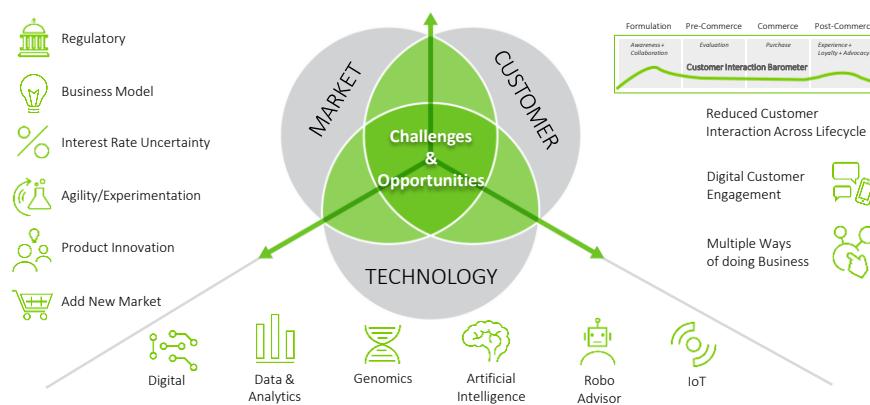


Fraternal Alliance Annual Meeting Nashville, TN

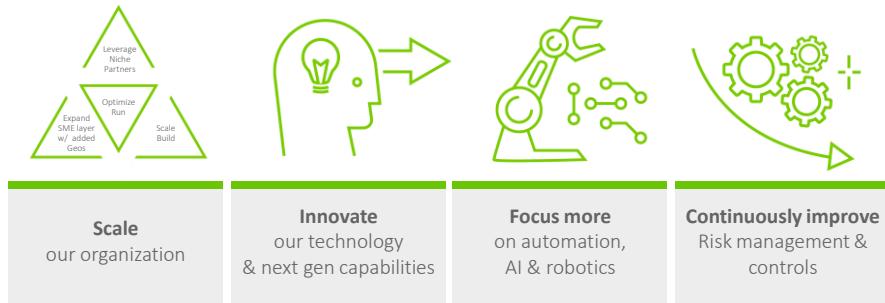
September 9th 2016



Current Challenges and Opportunities



What Are We Doing at SE2?



*Delivering a Customer Centric Framework incorporating
the Technology Enablers*

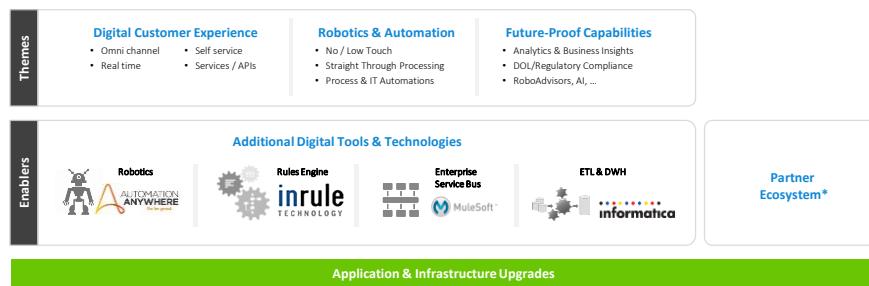
© 2016 SE2 Holdings, Inc. Proprietary and Confidential Information

9

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

© 2016 SE2 Holdings, Inc. Proprietary and Confidential Information

10



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



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.



© 2016 SE2 Holdings, Inc. Proprietary and Confidential Information

13



TECHNOLOGY & DISTRIBUTION: Changing the Way We Do Business

Leveraging Social Media with Natalie Kratzer

Sept. 9, 2016

For internal use only. Not to be shown or distributed to the public.

It's nice to meet you!

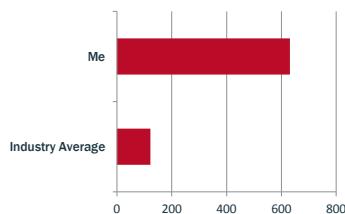


15 For internal use only. Not to be shown or distributed to the public.

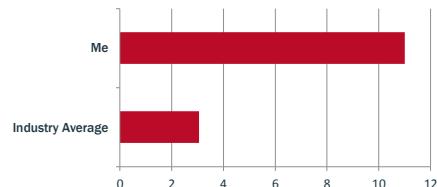


Leveraging Social Media—2016 Q1 results

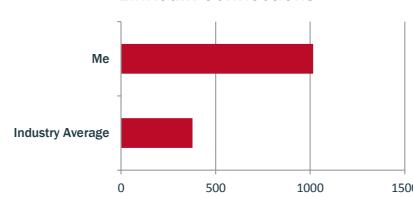
Facebook Followers



Facebook Engagement Average (Likes/Comments/Shares per Post)



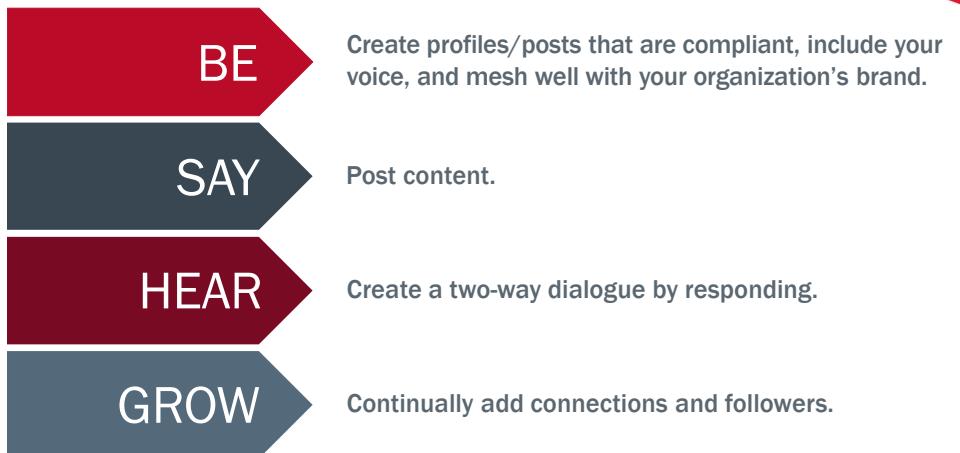
LinkedIn Connections



16 For internal use only. Not to be shown or distributed to the public.



Social Media Goals



47 For internal use only. Not to be shown or distributed to the public.



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.

48 For internal use only. Not to be shown or distributed to the public.



Facebook Examples



19 For internal use only. Not to be shown or distributed to the public.



Questions | Comments | Discussion

20 For internal use only. Not to be shown or distributed to the public.

