

# The Digital Insurer



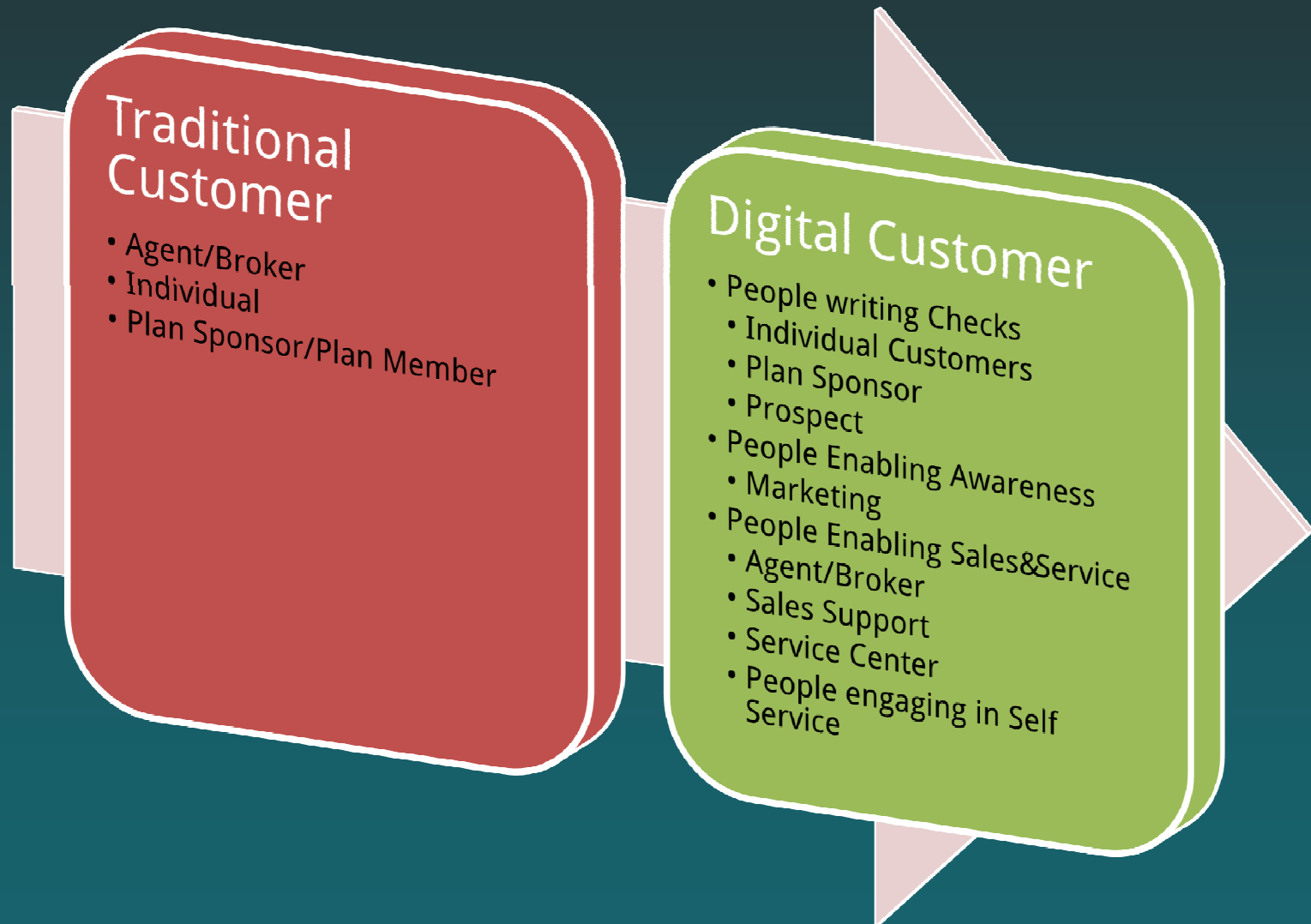


Marketers in the  
**insurance industry**  
embrace digital to keep  
up with evolving  
consumer behavior

# Focus Shifts to Digital Customers

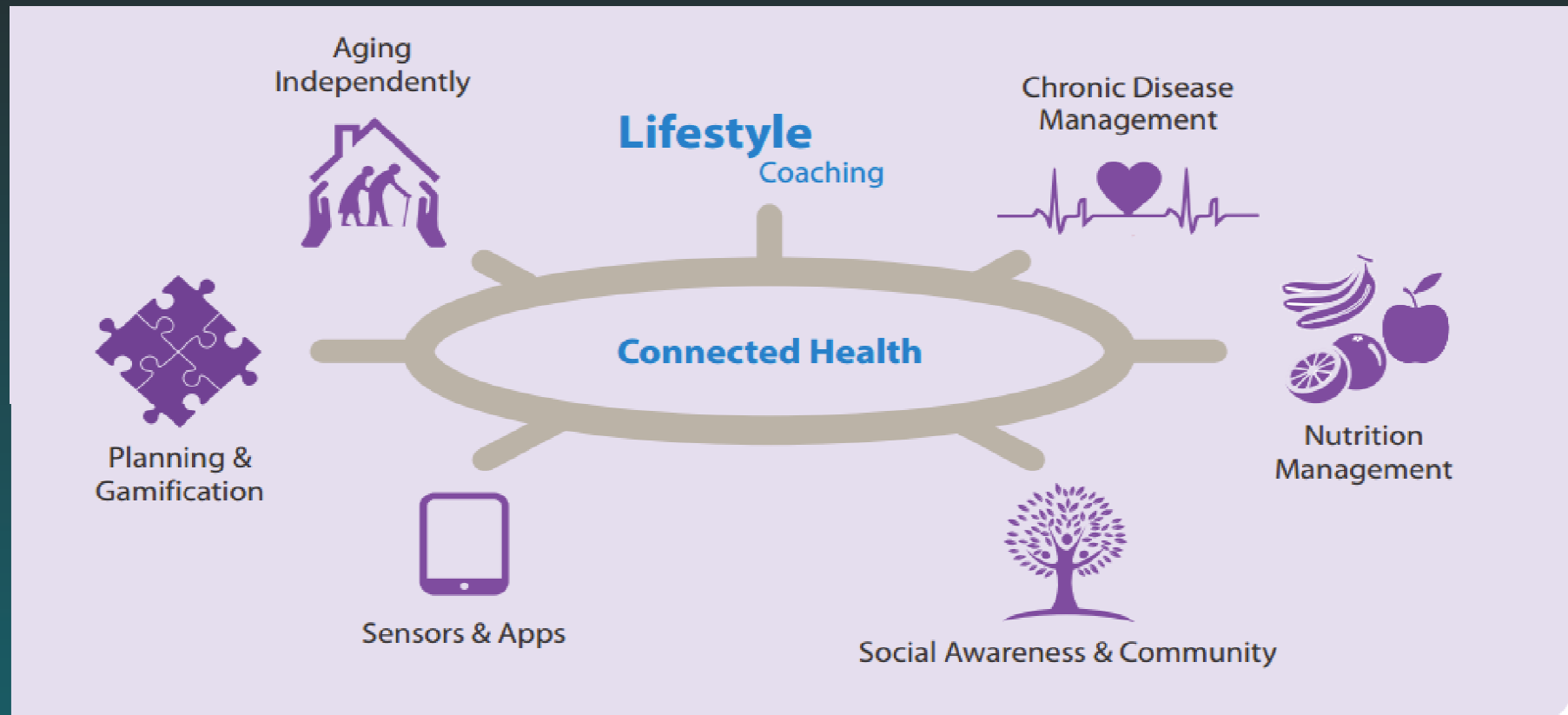
With online systems, Insurers are pushing the burden of data entry to the customer i.e. moving from a document centric to data centric model.

Insurers must incentivize the use of digital channel



# The Future of Digital Insurance Ecosystem

## Connected Health Care–Customer Data across systems



Genome research is getting faster and cheaper by the day. Combined with technical innovation will help identify “Disease Markers” for a large section of population and thereby predict our health. We feel that all “Life Assurance Industries” will have a substantial impact in their business model

To be able to deliver  
awesome customer  
experiences, we need to  
unify customer behavior  
data across all systems

# Ensuring customer experience

Plumb5 ratifies how insurance businesses can deliver effective digital customer engagement to create delightful customer experiences by way of  
**Consistent | Contextual | Collaborative**  
engagement and Interactions

VERTICAL: BFSI

# consistent

- **Eliminate Interaction Fragmentation:**  
Ensuring consistent experience independent of channel of experience and allows switching from one to the other
- **Focus on Customer journey:**  
the needs of the consumer drive his interaction with an insurer. Successful interaction at only one level will not create an experience that leads to loyalty. Focus must be on making the entire journey a delight.
- **Drive Structural alignment:**  
Customer journeys are cross-functional in nature while policies, procedures, processes & systems exist in silos with respect to units & functions. Full stack thinking & implementation would be the only way to create the intended experience

The proliferation of channels of interaction has meant that the ways in which a customer can engage with an insurer are increasing faster than the insurer can respond. Customer delight can only be achieved if interaction history across all channels is visible to all stakeholders in real

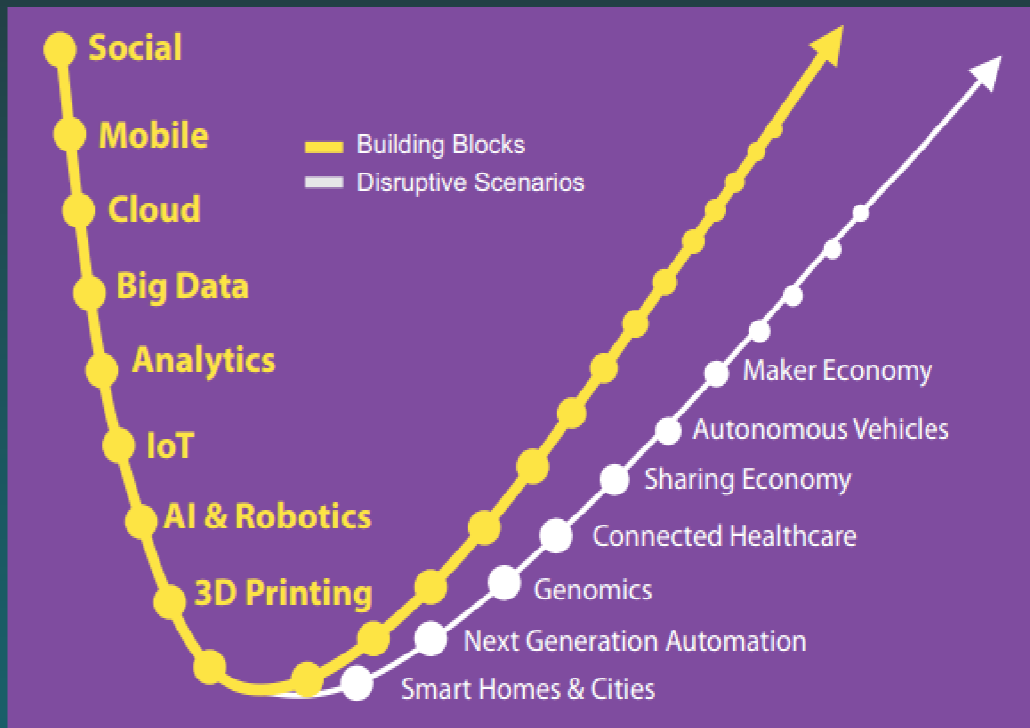
# contextual

- **Acknowledging the shift of power to the individual:**  
Consumer technology innovation is driven by customer centric agendas. Insurers have never gone to the granular level or segment of one unless there was a need for creating a risk segment or pricing a product. In today's digital world granularity at an individual level is a must as experiences have to be personalized
- **Leverage Customer Insights:**  
Incomplete insights inhibit the ability to provide support throughout the customer journey. Support is contextual
- **Gamify the Engagement:**  
Gamification is to let the user set a personal goal and compete against all odds to achieve it. As he achieves it, the stakes are upped. For e.g. Plumb5 Widget rule engine can be used to create a rule based Retirement Widget with contextualized plans.
  - Sample Rules:
    - Set Retirement Targets
    - Plan how to get there
    - Earn points for meeting goals
    - Redeem points to get expert advice



# collaborative

The impact of Combinatorial Innovation : Innovation on one hand is a quantum step better than what currently exists, there is another class of innovation putting tried & tested components together in a new combined platform.



These forces (S.M.A.C) individually are fundamentally changing insurers' business models.

Disruption can only be achieved if all of these forces come together **under a single platform**. This would help break down silos not just within the organization, but also blurring the organizational boundaries itself.

These forces are driving a whole new phenomenon—the creation of digital ecosystems.

# Solution in a capsule

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Understand and define the experience ecosystem

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Co-create the experience with all stakeholders

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Enable seamless digital consumer journeys

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# What do we need?

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A single segment-of-one  
platform that can provide  
seamless customer experience  
across all touch-points in the  
eco-system

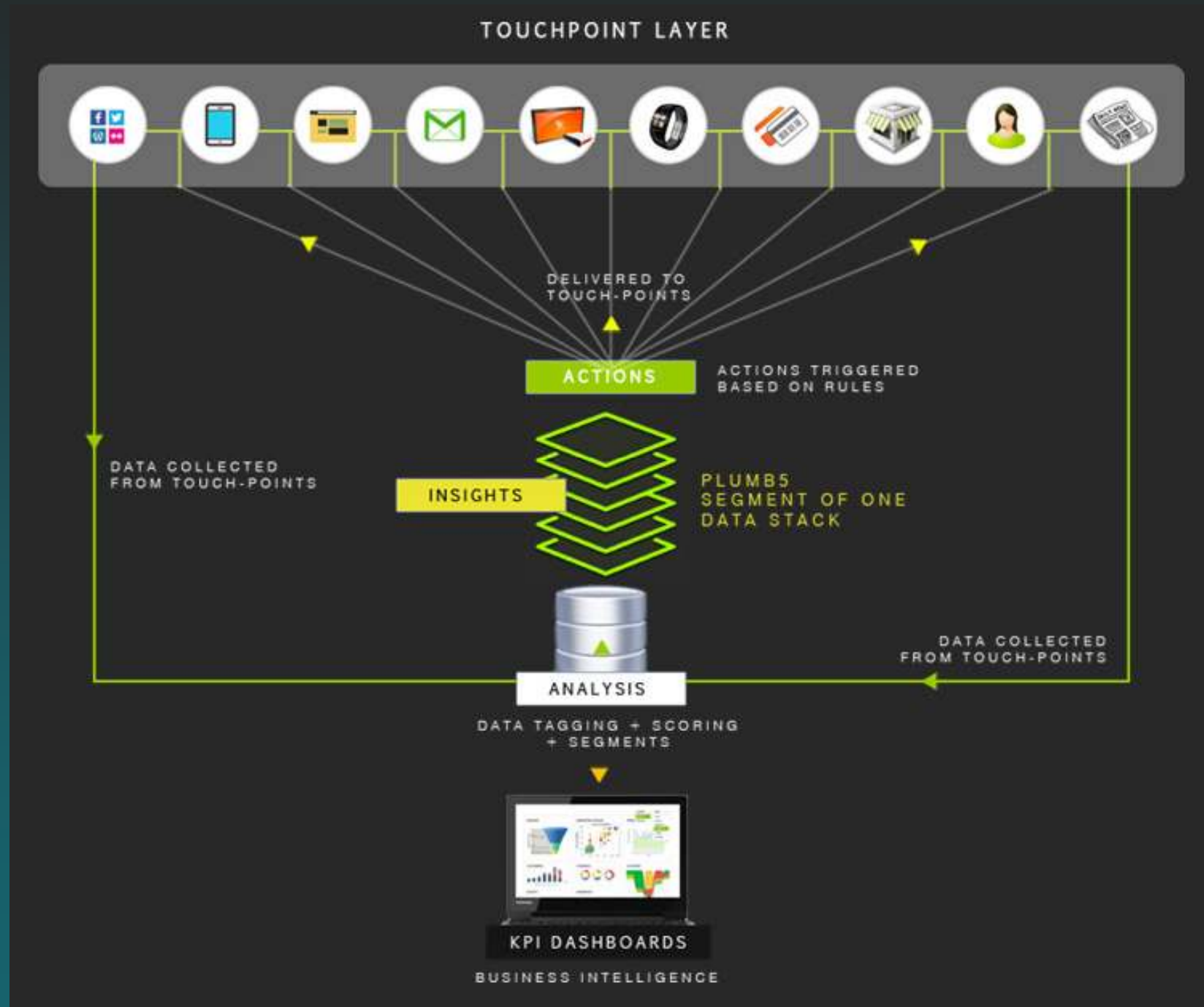
# Segment-of-one marketing ecosystem

p5

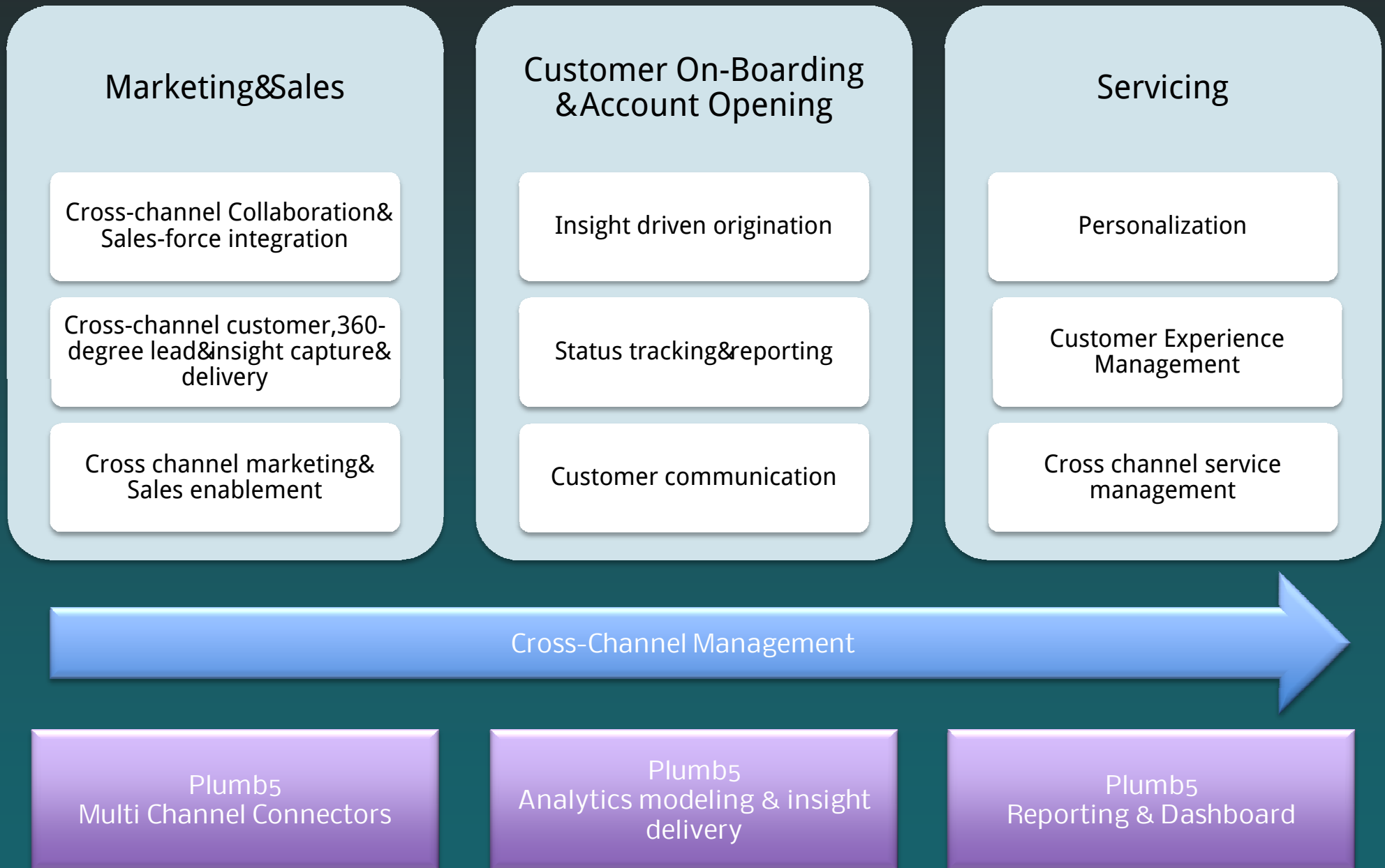
Plumb5 is a segment of one marketing platform **which combines marketing, sales and support functions** on to a single platform in order to maintain a **single customer identity stack** to gather intelligence and **serve** next actions in real-time, across all touch-points



# Plumb5: Unified Architecture



# Plumb5 Enterprise Roadmap for Insurance



# Plumb5 Business Capabilities

360 Customer View  
including external  
data sources

Customer tailored  
product  
recommendations

Customer Lifecycle  
Event Triggers

Online Collaboration  
with Customers

Advisory Automation  
based on customer  
preferences

Advisory across  
multiple channels

Data to leverage CRM

Customer Chat

Customer Lifecycle  
Automation



# Plumb5 helps insurance business to be

## Consistent

- Unified Experience across channels and LOBs, blurring internal organizational boundaries
- Seamless Channel hopping

## Contextual

- Consumer experience focused on Segment of One
- Combines enterprise and Social views to understand the persona
- Personalized, goal-drive, gamified engagement

## Collaborative

- Is beyond a mere presence in Social networks
- Niche Forums enables collaboration between peers&expert advisors
- Effective collaboration between insurance employees and agents will lead to improved customer experience

# Segment-of-one marketing ecosystem

The logo consists of a solid blue square with the lowercase letters 'p5' in a white, serif font, centered within the square.

Available as On-Premise and On-Demand Cloud Services