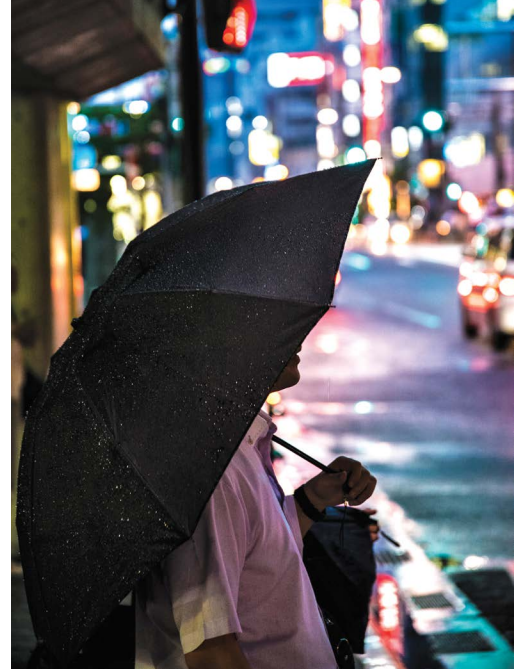


TOMORROW'S INSURANCE BUSINESS

TODAY Artificial intelligence and digital automation are transforming the customer experience.



FROM ONLINE RETAIL TO STREAMING VIDEO,

today's omnichannel shopper expects every exchange with a brand to be quick, seamless, and personalized. Seventy-one percent of buyers prioritize timely service, and customer experience is overtaking price and product as a key brand differentiator. For that reason, top insurance carriers are shifting to customized policyholder interactions—thanks, in part, to artificial intelligence [A.I.].

"Technology is forcing the insurance industry to take a hard look at how it engages customers," says Thomas Harrington, global insurance industry market leader for digital transformation pioneer Pega-systems. "The policyholder experience has moved from being just one pillar of carriers' strategy to a core tenet of their overall vision. As a result, they're starting to use data to deliver more personalized solutions." Every interaction insurance carriers have with policyholders matters, he points out, and each is an opportunity to boost or chip away at customer loyalty. Competitors are often just a click or call away.

Customer engagement solutions—such as Pega's A.I.-powered Customer Decision Hub, robotics automation, and digital service capabilities—can help insurance carriers automate processes and optimize exchanges at every touchpoint along the customer journey. These tools enable predictive real-time engagement strategies, empowering carriers to offer more proactive messaging and custom marketing campaigns while allowing them to enhance their understanding of customers with every interaction. Pega's cutting-edge business analytics tools help determine which next steps, offers, or choices shoppers should be presented with in real time. "Think of [these tools]

as the connective tissue behind business and IT infrastructure—an always-on brain that helps you optimize customer interactions and deliver the right outcome for every policyholder every time," says Harrington.

Pega's suite of digital transformation solutions can easily integrate with preexisting digital frameworks, making it easier to boost policyholder retention rates and enhance brand loyalty. It also unifies disparate high-tech channels into centralized, smart information hubs that keep customers coming back time and time again. Now the tools

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THOMAS HARRINGTON, PEGASYSTEMS

can deliver high-impact results in just 90 days with even limited data sets, and supporting carriers are seeing upsell, cross-sell, and satisfaction rates soar. Better still, Pega's A.I.-powered, self-learning technology is also adaptive—it can help insurance carriers improve business results steadily over time.

"Carriers increasingly need access to business intelligence that understands each policyholder's needs and analyzes purchase, retention, and risk factors to deliver personalized outcomes," Harrington explains. "We offer a way for insurance providers to kick-start digital automation faster by pairing customers' individual needs with the breadth of available solutions." ■

