



SAS[®] FOR INSURANCE

Enhancing the Insurance
Customer Journey



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SAS VIEWPOINT

The insurance industry is constantly evolving, and insurers need to re-examine their strategy to stand out from the competition, ensure customer loyalty and nurture their appreciation for the value of insurance. These three key factors are coupled with the need to drive revenue growth and increase profitability in the new competitive landscape with the rise of Insurtech and Big Tech entering the Insurance sector.

With the recent COVID-19 crisis, digital communication and sales channels are now a must-have capability, not nice-to-have. Many Insurance products and processes are complex and require human live interaction. Therefore, it's necessary to combine online and offline worlds in a unique omnichannel experience always ready to service customers, focusing on their needs and not a channel.

Customer Centricity will be a key driver for differentiation and innovation for Insurers. SAS provides AI and Analytics solutions to enhance the customer journey and help insurers deliver a best-in class customer experience. Read on to find out how.

“Now is the time for **CUSTOMER EXPERIENCE** leaders to position themselves at the forefront of longer-term shifts in consumer behaviour.”

McKinsey, April 2020

“Insurers need to understand their customers intimately, treat them individually and serve them cost-effectively.”

GROW VALUE ACROSS THE INSURANCE CUSTOMER JOURNEY



Product & Pricing



Customer Acquisition



Customer Engagement



Claims Handling



Customer Loyalty

Customer Excellence

Using Data and Customer Insights to develop the right products for the right customers. Define relevant and profitable customer groups through granular pricing algorithms. Improve customer engagement and manage Insurance business processes such as claims handling, focusing on customer experience to higher customer retention rates and better NPS results.

Revenue Growth

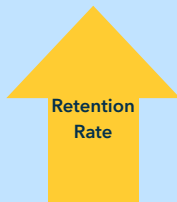
Gaining deeper insight on customer preferences with **Machine Learning**; actively monitoring campaign success and optimizing engagement strategies. Helping insurers achieve greater reach and better conversion rates to increase Gross Written Premiums (GWP) and Policy count.

Increased Profitability

Deploying AI to embed detection, prediction and automation capabilities into the omnichannel customer journey. Helping insurers identify opportunities to reduce fraud losses, improve portfolio profitability and lower campaign costs which in turn, reduces both loss and expense ratios.



Net Promoter Score



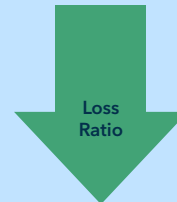
Retention Rate



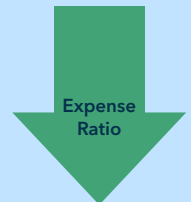
Gross Written Premiums



Policy Count



Loss Ratio



Expense Ratio



PRODUCT & PRICING

Targeting individual customers and leads with a personalised experience and product offering to drive cost-effective revenue growth.

Business challenges for insurers

- Highly competitive aggregator market
- Importance of price and convenience for customers increases
- Smart Underwriting Process for individualised Products
- Faster tariff changes needed through new entrants
- Pressure on profitability

Finding the perfect product and price with SAS®

Customer Experience and innovative Pricing is essential. Today, customers expect individualised products and services from their insurance providers. And to keep a competitive edge, insurers need faster time-to-market.

Using SAS® advanced analytics, Insurers can collect data across the whole customer journey. And create feedback loops as necessary.

Customer Experience and calculation of Premiums are aligned to provide bespoke solutions to each customer's needs.



CUSTOMER ACQUISITION

Targeting individual customers and leads with a personalised experience and product offering to drive cost-effective revenue growth.

Acquisition challenges for insurers



Customer data is siloed and not used to enrich customer understanding



Difficult to balance fluency of customer experience and degree of personalisation



Systems supporting multiple channels are complex and expensive to maintain

A personalised approach with SAS®

SAS® brings disparate customer data and systems together to **personalise and accelerate the sales process** using data management, automation and Advanced Analytics capabilities.

Capturing preference and identifying prospects to convert to customers, tailor upsell and cross-sell offers.

Creating a personalised customer acquisition journey using SAS® can deliver faster applications processes, better conversion rates and lower campaign costs.

“Moving towards an analytically calculated offer pool available to agents in real-time drives a **30% profit increase** over traditional campaigns.”

Large German Insurer



CUSTOMER ENGAGEMENT

Reducing customer churn rates and maximising lifetime by increasing brand loyalty and driving additional revenue-generating customer touchpoints.

The 3 C's - Compelling, Contemporary & Correct

Insurers lack customer interaction, which often occurs in an adverse event in customer life, such as a claim. Therefore, there is a need to create meaningful touchpoints with customers to collect input and improve customer communication.

Weak understanding of customers and imprecise marketing campaigns mean that customers do not find message **compelling** and they are often seen as irrelevant.

Insurers' may find communications are not **contemporary** due to delays in the process which means the peak opportunity is often missed.

Erroneous communications can result where insurers simply lack the data or permission to contact customers, but also poor data quality can inhibit the **correct** communications being sent to customers.

SAS® can help insurers improve on the 3 C's, providing Insurers with relevant insights to make the customer interaction meaningful and valuable.

SAS® can quickly access large volumes of customers, campaign and situational data to help build effective communication plans and deploy them at a granular level.



Single Customer View in real-time

Granular insights with AI and Machine Learning

Automated Campaign Management

“The fact that analytics is the foundation, as channels converge, means we can do real-time intelligent decision making.”

Topdanmark



CLAIMS HANDLING

Delivering a claims experience that meets customer's expectations, protects against fraud and other risks and reduces administration costs.

A complex part of the customer journey

Important to guarantee immediate customer communication and support when needed

Need to assess claims information quickly to detect fraud as early as possible in the process

Consistent decision quality required for key claims decisions such as total loss and liability

Integrating Image or telematics data sources are key to efficient digital claims process

Innovate and accelerate the claims process with SAS®

SAS® helps insurers optimize the claims process, with enhanced data and analytical insights to assess the claim, determine appropriate next steps and maintain customer engagement.

Taking a customer-centric approach to claims handling and using data and analytics to drive decisions can help insurers increase customer service whilst reducing operational costs.

“Speedier resolution of claims, leading to greater customer satisfaction and decreased costs.”

Large UK Insurer



CUSTOMER LOYALTY

Retaining profitable customers using the optimal level of retention investment.

Renewal at all costs

Insurers can find it difficult to strike the balance between retaining customers and maintaining profitability with that balance more often than not tipping in favour of retaining customers. This can lead to a 'renewal at all costs' approach which is often driven by one or more of the following 3 limitations:

- It is difficult to accurately assess churn risk at the individual customer level.
- The discount and upgrade matrix not optimised for expected lifetime value
- There is a weak discipline within the sales channel when faced with cancellations.

Restoring the balance with SAS®

Every insurer knows how customer acquisition is cost-intense. Therefore, they need to ensure the acquired customers stay with them as long as possible, assuming those customers are profitable.

In combination with churn models, customer segmentation helps identify relevant customers and prevent churn.

SAS® can capture event data and alert retention teams to valuable customers at high risk of churning.

A centrally managed retention programme can be monitored and optimised to help insurers higher customer lifetime value.

“For us, the predictive capability of SAS® is essential. It's vitally important for us to be prepared for churn and capable of launching retention initiatives quickly.”

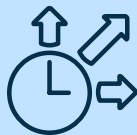
Large European Insurer

UNDERPIN THE CUSTOMER JOURNEY WITH AI AND ANALYTICS

Best of breed solutions for distinct customer interactions leave data and automation chasms in the customer journey. SAS® provides the data management, analytics and automation capabilities that integrate insurers existing systems to deliver a seamless omnichannel customer experience.



Focus on the business first:
Embedded AI & Machine Learning
tools accessible for all



Real-time scoring & automated
decision management



Advanced data management and
data enrichment capabilities for all
data sources



Open Innovation: collaboration with
open source and analytical models
integration into insurance core
processes



Top management cockpit with
high level of granularity to monitor,
explore and analyse trends



New models of business
collaboration with high-performance
Analytics engine built for the cloud

76%

OF ORGANISATIONS
with widespread use of
AI provide **common tools
and technologies** for data
and analytics.

McKinsey, April 2020

SAS IS THE LEADER IN DATA AND ANALYTICS

SAS has partnered with insurers across the globe for many decades to solve business problems in all areas of the insurance value chain. No other vendor offers the breadth of capability, depth of analytics experience and range of business solutions to grow value across the insurance customer journey.



Industry Knowledge

1400+ insurance customers in 55 countries across all market segments



Technical Excellence

Recognised as market leaders by Gartner, Forrester & IDC



Analytics Experience

Successfully delivering Analytics projects with Insurers for decades



Enterprise Solution

A strategic solution that can be widely integrated across the organisation



Local Support

In-country support that understands local market and customer requirements

Discover how SAS reimagines Insurance
through digital innovation and data
driven decisioning

[Click here to read more](#)

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