

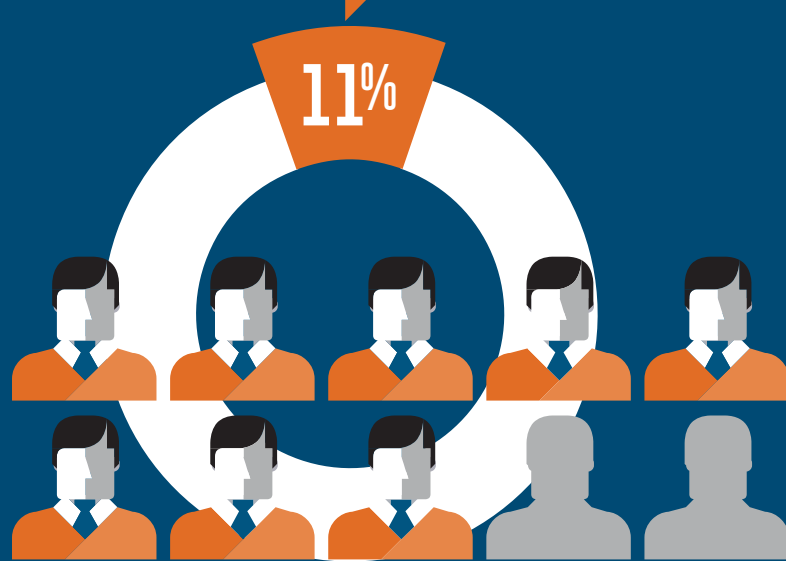
THE INSURANCE DIGITAL DISTRIBUTION DIVIDE

Like all other facets of modern life, the \$500 billion property & casualty insurance industry is in the midst of significant digital disruption. While some insurers have embraced change, much of the industry lags when it comes to optimizing digital to provide customers their preferred engagement channel of choice.

DIGITAL ISN'T OPTIONAL

Consumers expect to be able to research, buy and manage insurance using whatever channel they prefer, and that includes desktop and mobile.

Fewer than 11% of customers currently interact with their insurer solely through digital channels.



But ... nearly 8 in 10 say they'll use digital channels when considering or managing insurance over the next few years. ⁽¹⁾

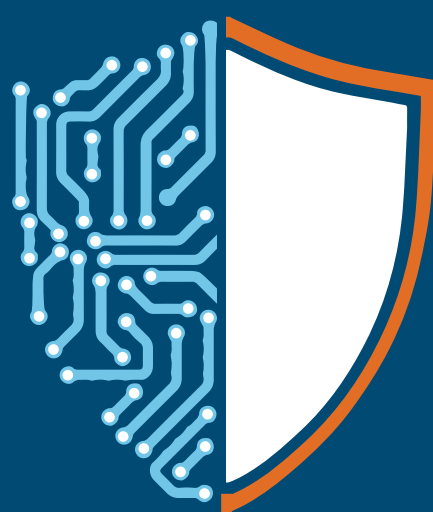
A **45**

percentage-point increase

is expected in new premiums generated by digital over the next three to five years. ⁽¹⁾

ORGANIZATIONS LAG BEHIND

To survive the digital transformation, insurers must quickly meet a minimum threshold and position their organization for digital leadership, but most insurers haven't fully embraced digital. Only 24% of P&C carriers embarking on the digital journey have managed to achieve the business objectives they have set. ⁽¹⁾



ABOUT HALF

P&C insurers without a realistic plan for digital transformation ⁽¹⁾



ONLY 1 IN 5

carriers have an omni-channel experience. ⁽¹⁾

OVERCOMING OBSTACLES

What hurdles are keeping companies from innovating and delivering true omni-channel experiences?

CULTURAL OBSTACLES



Concern over channel conflict and alienating agents.

PRODUCTS



Insurance applications **are cumbersome** and require a significant amount of consumer provided information.

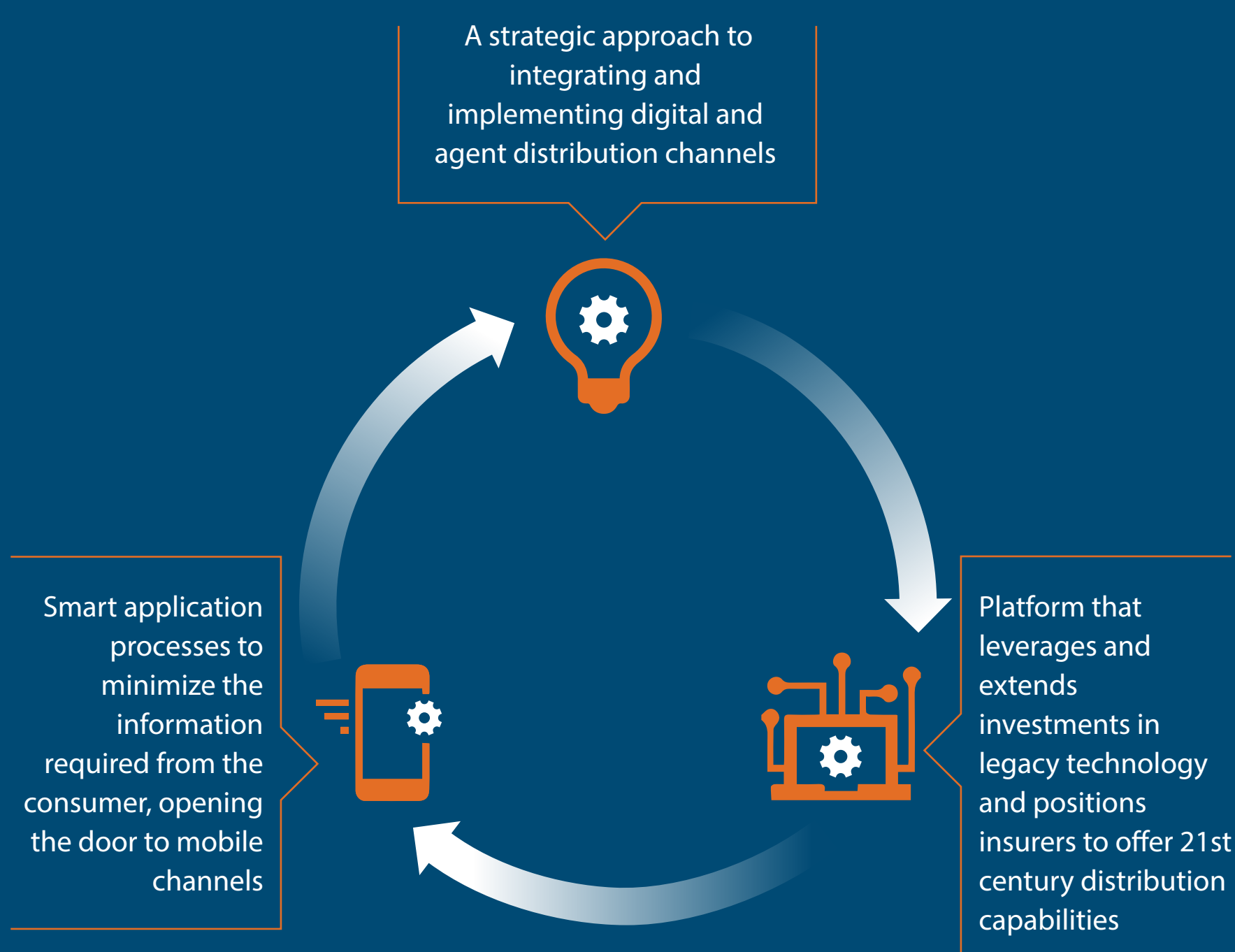
TECHNOLOGY LEGACY



Most insurers say legacy technology is a **limitation to digital growth**, resulting in "backdoor" approaches to overcome internal roadblocks.

BRIDGING THE DIGITAL DISTRIBUTION DIVIDE

The bottom line is P&C insurers simply cannot afford to ignore the digital disruption occurring in today's market. Consumers expect and demand more from all the companies they do business with, and this includes insurers. The only lasting solution is developing a robust omni-channel experience that includes:



SOURCE:

1. <http://www.bain.com/publications/articles/global-digital-insurance-benchmarking-report-2015.aspx>