Como Prosperar No Digital
Transformação é um processo, não um projeto

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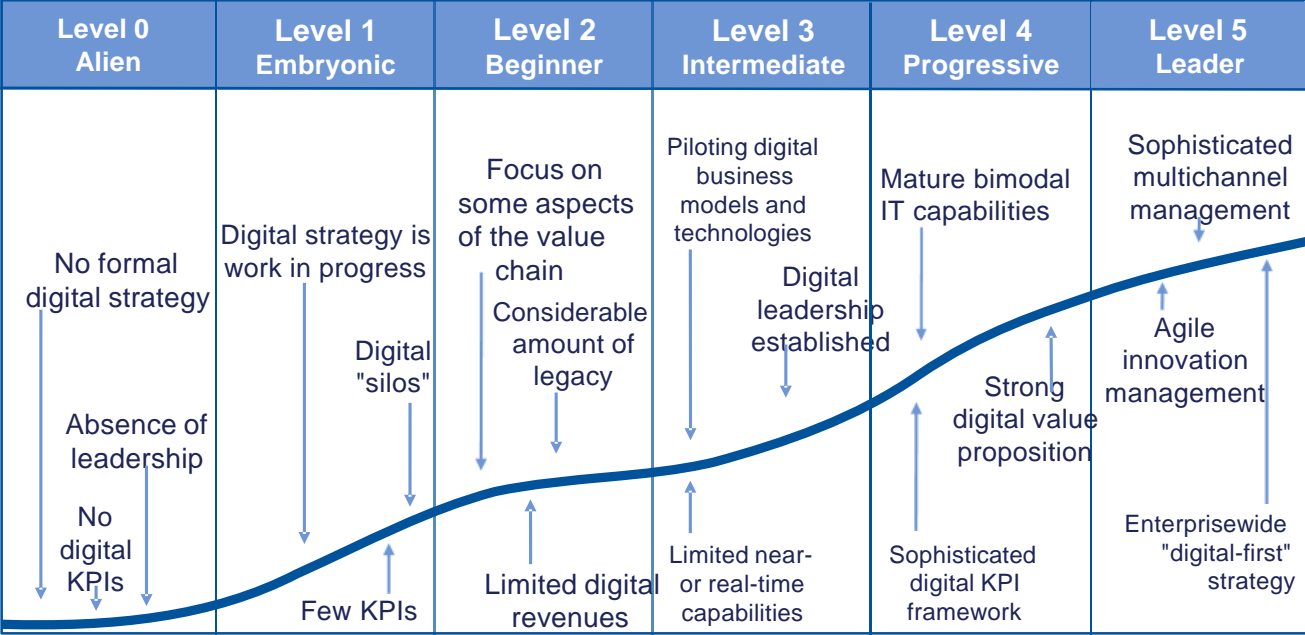+1-973-747-8703

Digital Transformation Adoption Curve
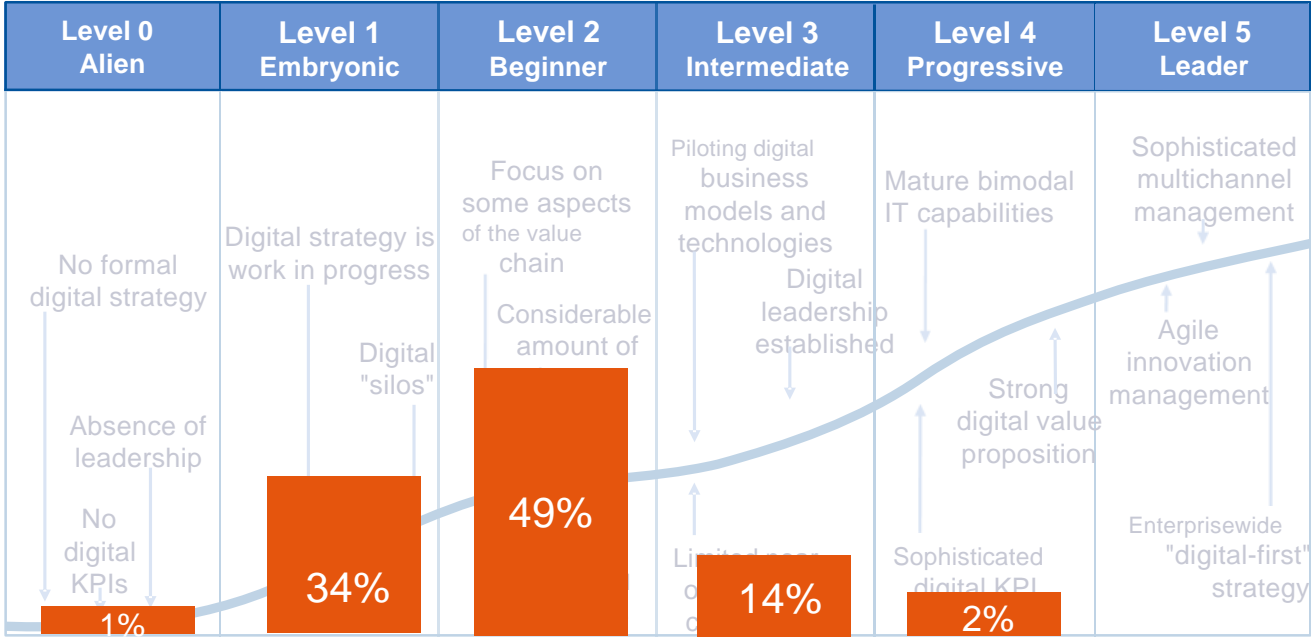
Level 0 Alien	Level 1 Embryonic	Level 2 Beginner	Level 3 Intermediate	Level 4 Progressive	Level 5 Leader
No formal digital strategy	Digital strategy is work in progress	Focus on some aspects of the value chain	Piloting digital business models and technologies	Mature bimodal IT capabilities	Sophisticated multichannel management
Absence of leadership	Digital "silos"	Considerable amount of legacy	Digital leadership established	Strong digital value proposition	Agile innovation management
No digital KPIs	Few KPIs	Limited digital revenues	Limited near- or real-time capabilities	Sophisticated digital KPI framework	Enterprisewide "digital-first" strategy

Insurance Industry Status…

Level 0 Alien	Level 1 Embryonic	Level 2 Beginner	Level 3 Intermediate	Level 4 Progressive	Level 5 Leader
No formal digital strategy Absence of leadership No digital KPIs	Digital strategy is work in progress Digital "silos"	Focus on some aspects of the value chain Considerable amount of	Piloting digital business models and technologies Digital leadership established Limited pace o...	Mature bimodal IT capabilities Strong digital value proposition Sophisticated digital KPI	Sophisticated multichannel management Agile innovation management Enterprisewide "digital-first" strategy
1%	34%	49%	14%	2%	

Source: Gartner, 6/2018

Insuretech focus: Front End and Product

55%

of InsurTechs are seeking to change how customers interact with insurers

40%

of customers are unhappy with their coverage and willing to switch to a new provider

256	Companies
$5.9 billion	Funding Volume to Date

InsurTechs by Subsector

Claims Management — 6%

Data & Analytics — 15%

Product & Distribution — 57%

Business Process Enhancement — 22%

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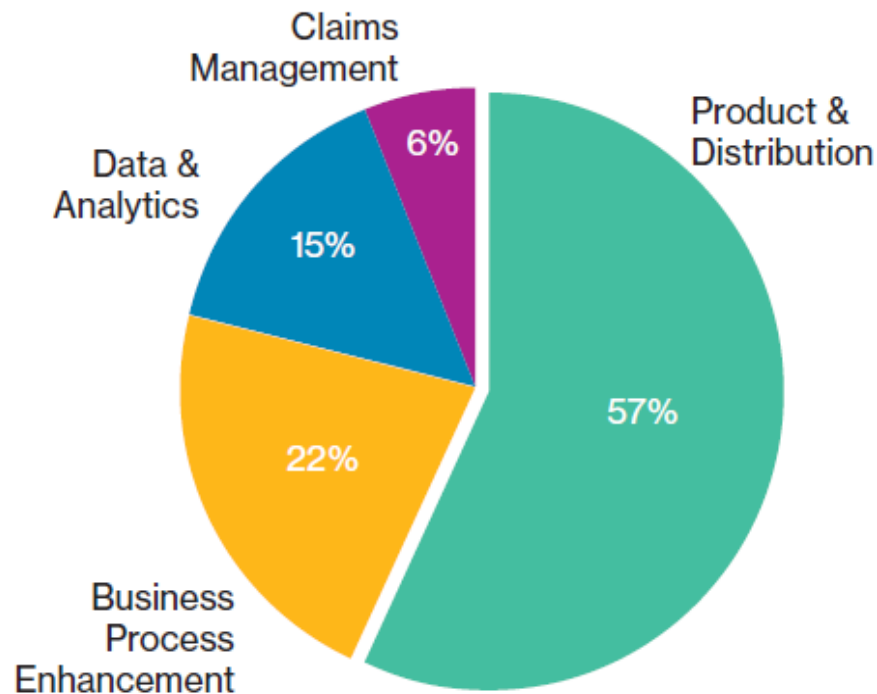
How much of insuretech disruption is real vs hype?

"Is Lemonade Breaking Open the Insurance Industry?
How Must Insurers Compete?" http://bit.ly/2fuVlol

Lemonade

Forget Everything You Know About Insurance

Instant everything. Killer prices. Big heart.

CHECK OUR PRICES

▶ Watch the video

INSURETECH
P2P Insurance

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Digital transformation is NOT about the technology you are using but about the capabilities you are providing

The Goal Of Digital Transformation Lives At The Center Of Very Different Development Approaches

Deep
- Structured, methodical
- Small number of apps
- IT, CoE, business-led
- IT ensures diligence
- Focus on cost reduction, compliance

Digital transformation

Wide
- Fast
- Large number of apps
- Business-led
- IT provides guardrails
- Focus on customer outcomes

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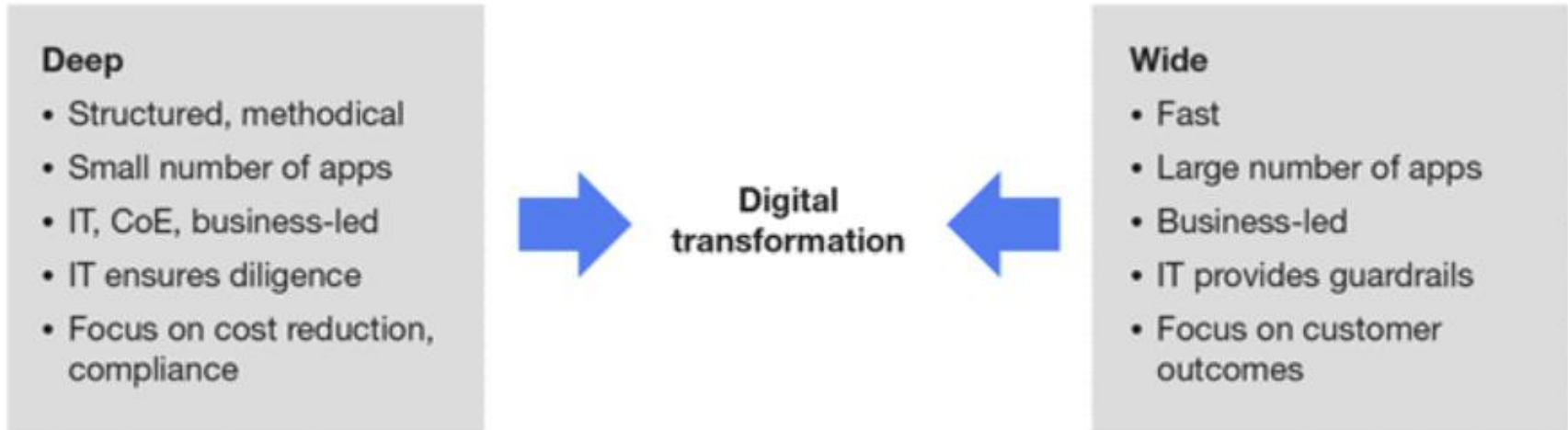
Top digital carriers are outperforming the market

In the long run, it just makes sense to go digital:

- More profitable overall

- Grown 2x faster

- Increased revenue by 1.8 points on average

- Combined rations are 6 points lower
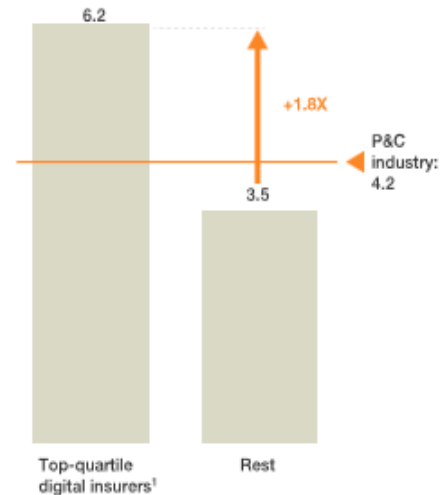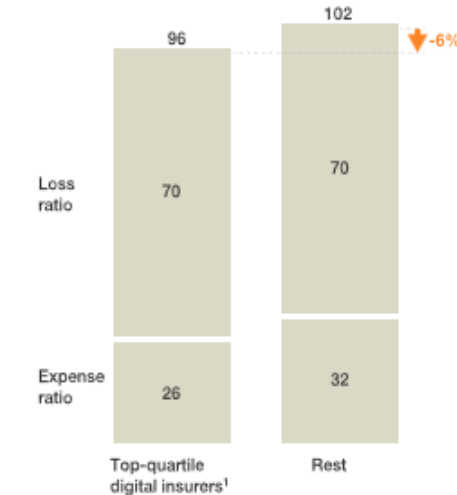
Focus Areas

Front Office
- **Interaction with clients and agents**
- **Straight through processing**
- **Client insight**
- **Omnichannel Experience**

Operational Effectiveness
- **Reduce overall costs**
- **Eliminate Silos**
- **Address manual processing**

Book of Business
- **Responsive to market**
- **Increase penetration**
- **Underwriting profitability**
- **Reduce UW requirements**

Competition
- **Channel usage**
- **Insuretech investment**
- **Value**
- **Ease of doing business**

Insurers need a nimble, flexible front office and a stable back office

Channels

Front office

Transaction processing

Process Orchestration

Legacy Systems

Systems of Record

Financials

- Flexible
- Omnichannel
- Business rule driven
- Delivers on business strategy

- Stable
- Long term need to change
- Don't drive competitive differentiation

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A AEGON
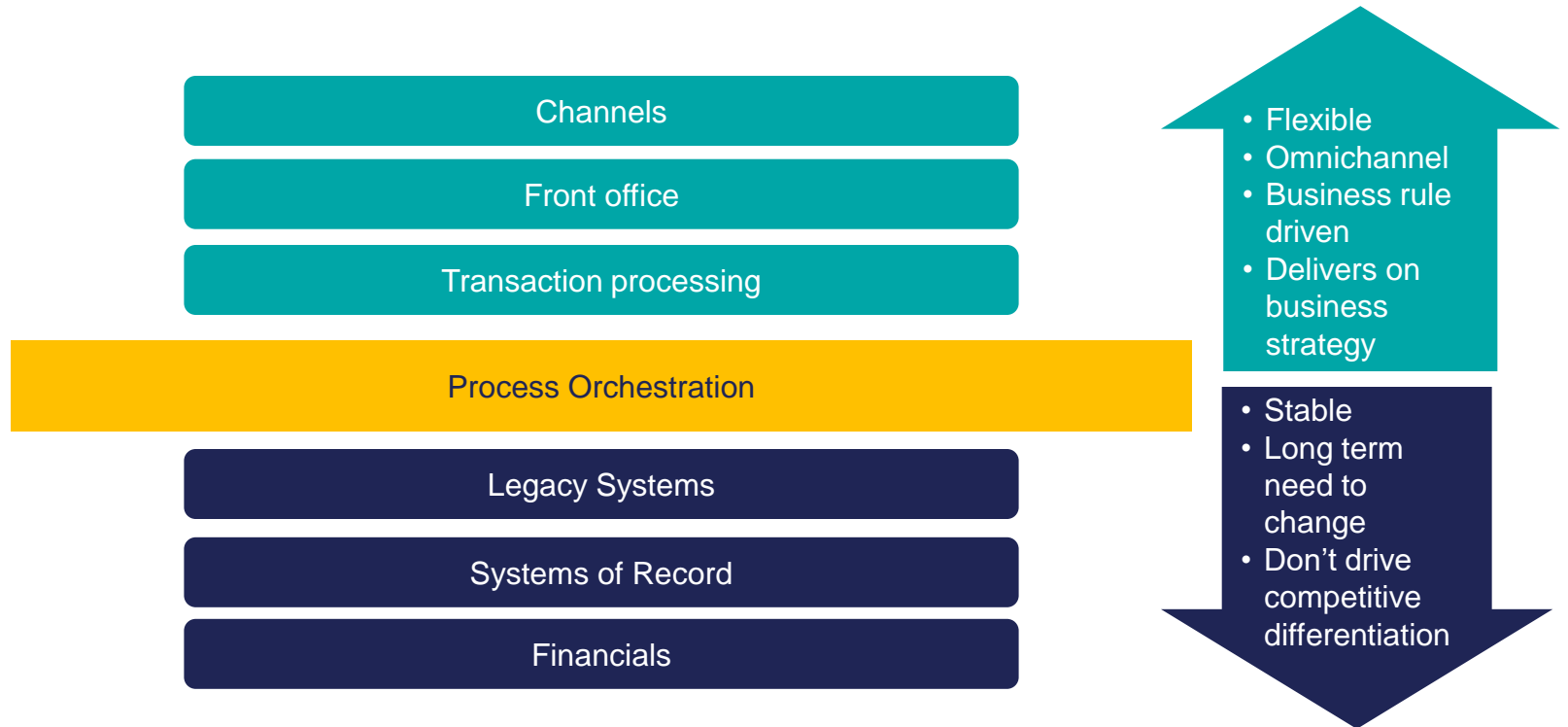
"We are thrilled with the results from the business transformation programme so far. Using Pega has already helped us improve the efficiency of a number of high volume, high importance operations by more than 50%."

**- Marty Johnson
Manager IT BPM Delivery Centre at Aegon**

Enhancing the contact center capabilities of Aegon resulted in significant performance improvement, including an increase in first call resolution (FCR) rate from 50% to 80%. The changes are also credited with significantly improving the quality of customer interaction and reducing training time.

• 60% reduction in processing time of claims process.
• 84% total savings from improving claims management operations.
• 20% improvement in Net Promoter Score (NPS) for customer and employee experience.

Robotic Process Automation – Software that Automates Software

Any transaction where automation is used to either partially (Robotic Desktop Automation) or fully automate (Robotic Process Automation) the work done by a human

Robotics is not a "transformational" technology but it can help fund and enable transformational projects

Impact
- Eliminate duplicate data entry
- Automate data retrieval
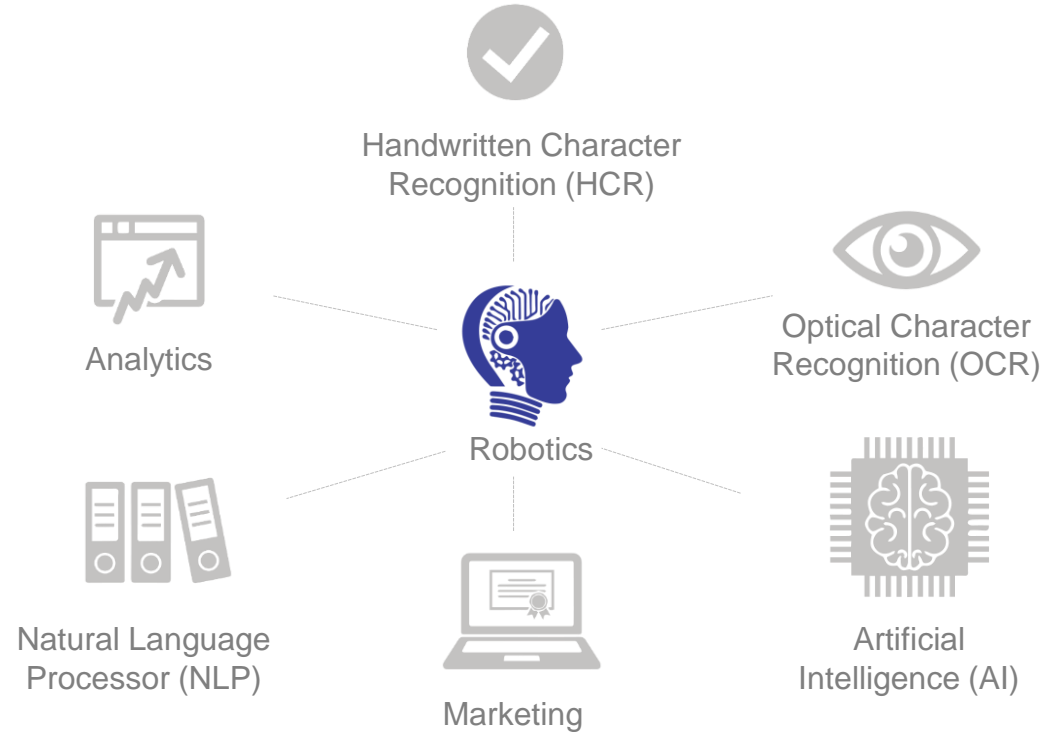- Initiate transactions
- Automate documentation

Benefits
- Reduce AHT
- Increase Customer Satisfaction
- Improve Quality
- Decrease Processing Costs
- Improve Employee Satisfaction
- Reduce Training Costs

$ Savings for Reinvestment

Robotics adoption is still maturing

Hype Cycle for Digital Insurance

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Gartner.

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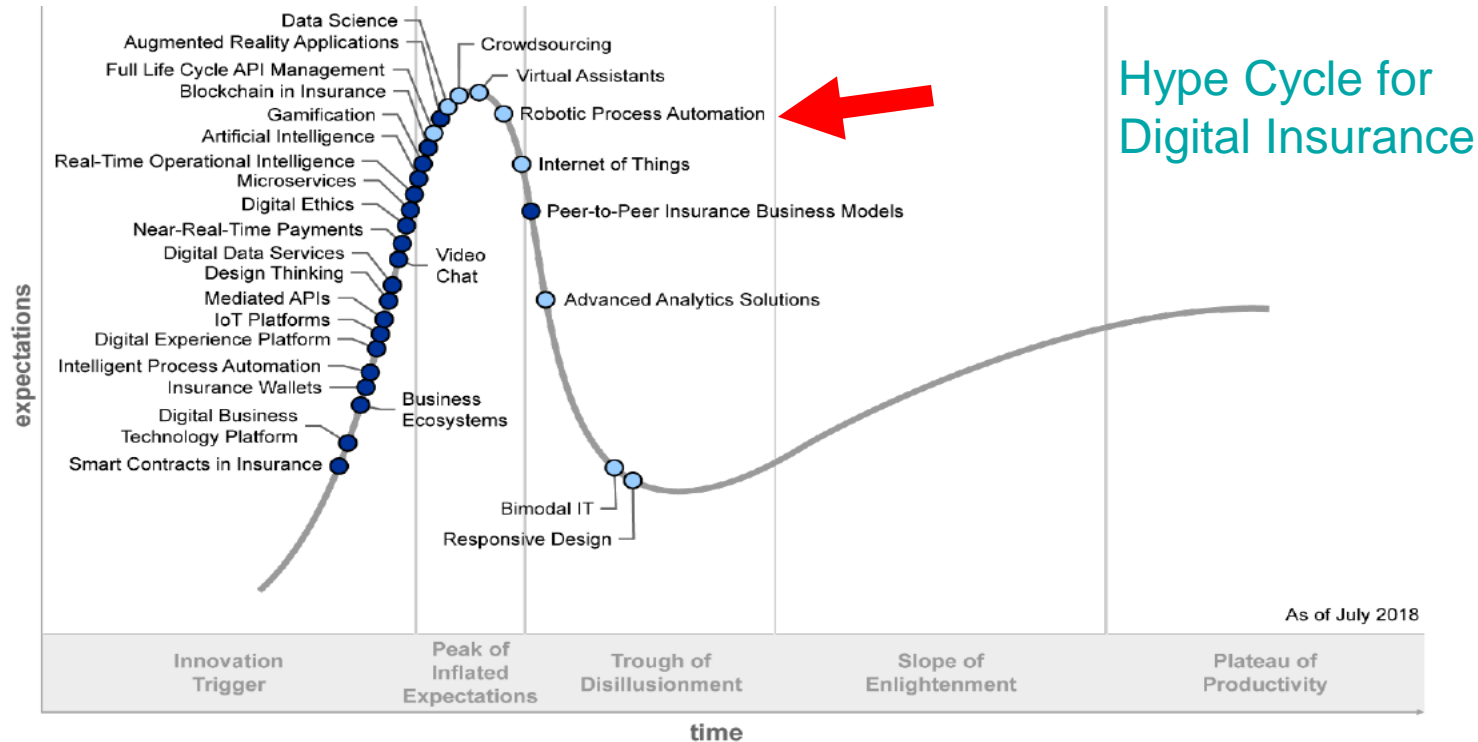
Robotics enables insurers to leverage the value of all automation technologies enabling digital transformation

Handwritten Character Recognition (HCR)

Analytics

Optical Character Recognition (OCR)

Robotics

Natural Language Processor (NLP)

Marketing

Artificial Intelligence (AI)

- **Artificial Intelligence** – Machine learning enables advanced decisioning on processing options, and incorporating best practices /real time recommendations

- **Marketing** – Identify cross-sell, up-sell opportunities for users

- **Natural language processing** – Enables identification of intent for a service request for insurance policy administration

- **OCR/HCR** – Enables validation of requests based on supporting documents

Chatbots

Chatbots

Three well-intentioned mistakes

1
Channels,
not journeys

2
Tasks,
not outcomes

3
Silos,
not end-to-end

…**create the Digital Gap.**

Where and How Do You Start?

Business and IT Co-Produce
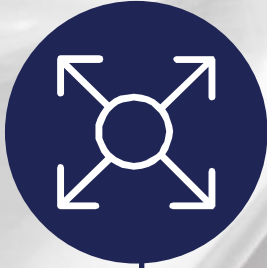
Leverage Product Capabilities
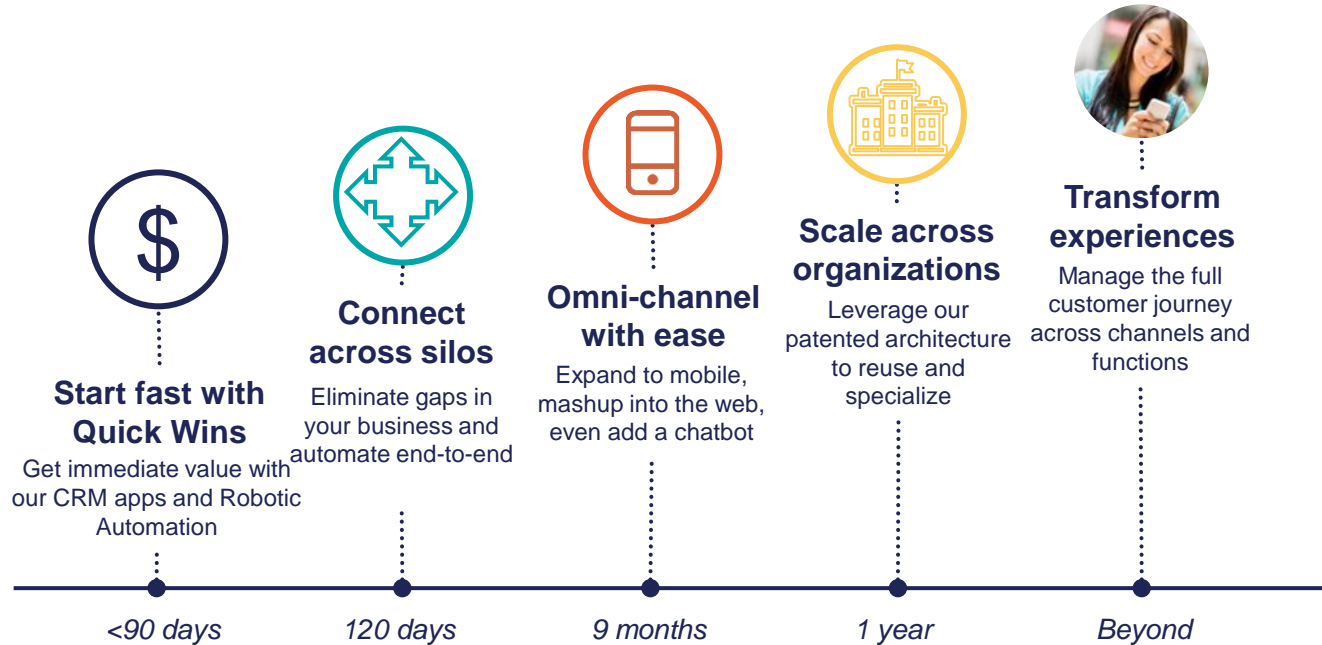
Agile Project Methodology

Minimum Lovable Product in <90 Days

Start with Package then Cadence of Releases

Transformation should be done in short, quick stages, building on early successes

Start fast with Quick Wins
Get immediate value with our CRM apps and Robotic Automation

<90 days

Connect across silos
Eliminate gaps in your business and automate end-to-end

120 days

Omni-channel with ease
Expand to mobile, mashup into the web, even add a chatbot

9 months

Scale across organizations
Leverage our patented architecture to reuse and specialize

1 year

Transform experiences
Manage the full customer journey across channels and functions

Beyond

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Pega Infinity™

Revolutionary software that unifies Customer Engagement and Digital Process Automation

Pega **Marketing**™

Pega **Sales Automation**™

Pega **Customer Service**™

Pega **Underwriting**™

Pega **Customer Decision Hub**™

CUSTOMER ENGAGEMENT

PEGA

DIGITAL PROCESS AUTOMATION

Pega **Robotic Automation**™

Pega **Workforce Intelligence**™

Pega **Platform**™

Pega **Social**™

REALTIME, OMNI-CHANNEL AI

END-TO-END ROBOTIC AUTOMATION

JOURNEY-CENTRIC RAPID DELIVERY

SITUATIONAL LAYER CAKE

SOFTWARE THAT WRITES YOUR SOFTWARE™

CLOUD CHOICE

Industry-leading technology

Start fast and scale

Future proof your investment

PEGA DX ARCHITECTURE™

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Beyond Technology

Unified architecture for Digital Transformation

Customer Engagement — Gartner

Digital Process Automation — Forrester

Real-Time Decisions & AI — Forrester

End-to-End Work Management — Gartner

"The highest reference customer scores for modeling and predicting customer behavior.
The best ability to build, maintain, and change complex cases.
The best cost to value rating of any solution."

Gartner

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