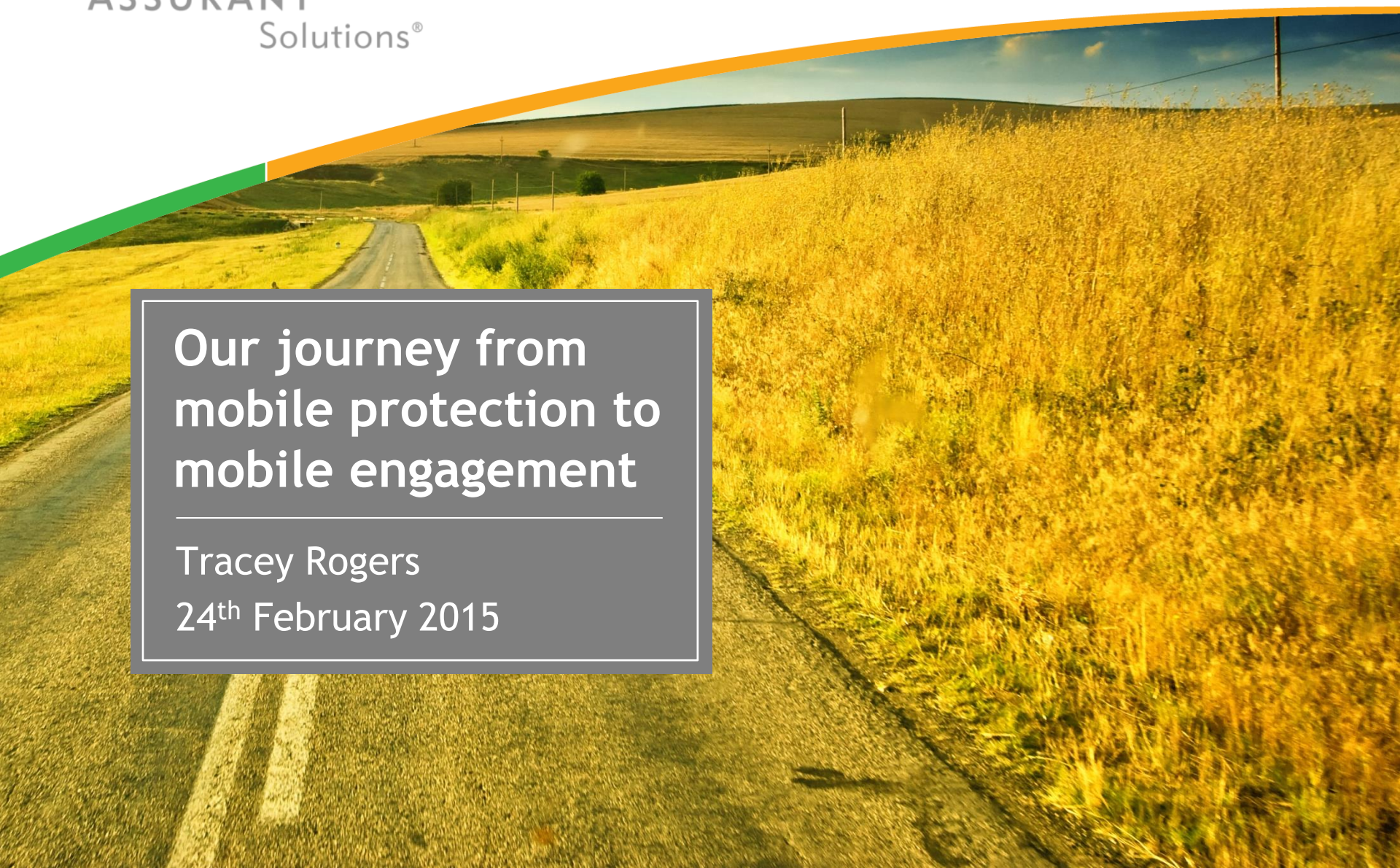
ASSURANT
Solutions®



Our journey from mobile protection to mobile engagement

Tracey Rogers

24th February 2015

Assurant Solutions - who we are, what we do

10 million mobile device policies

We protect more than 11 million customers

We cover 15 million connected devices

12 million insurance and protection policies

1,300 Employees Supporting

1 million Customer touch points

Solid Financials - $30 billion in assets, $9 billion in annual revenue

Fortune 500 company & member of S&P 500

25 Locations Worldwide

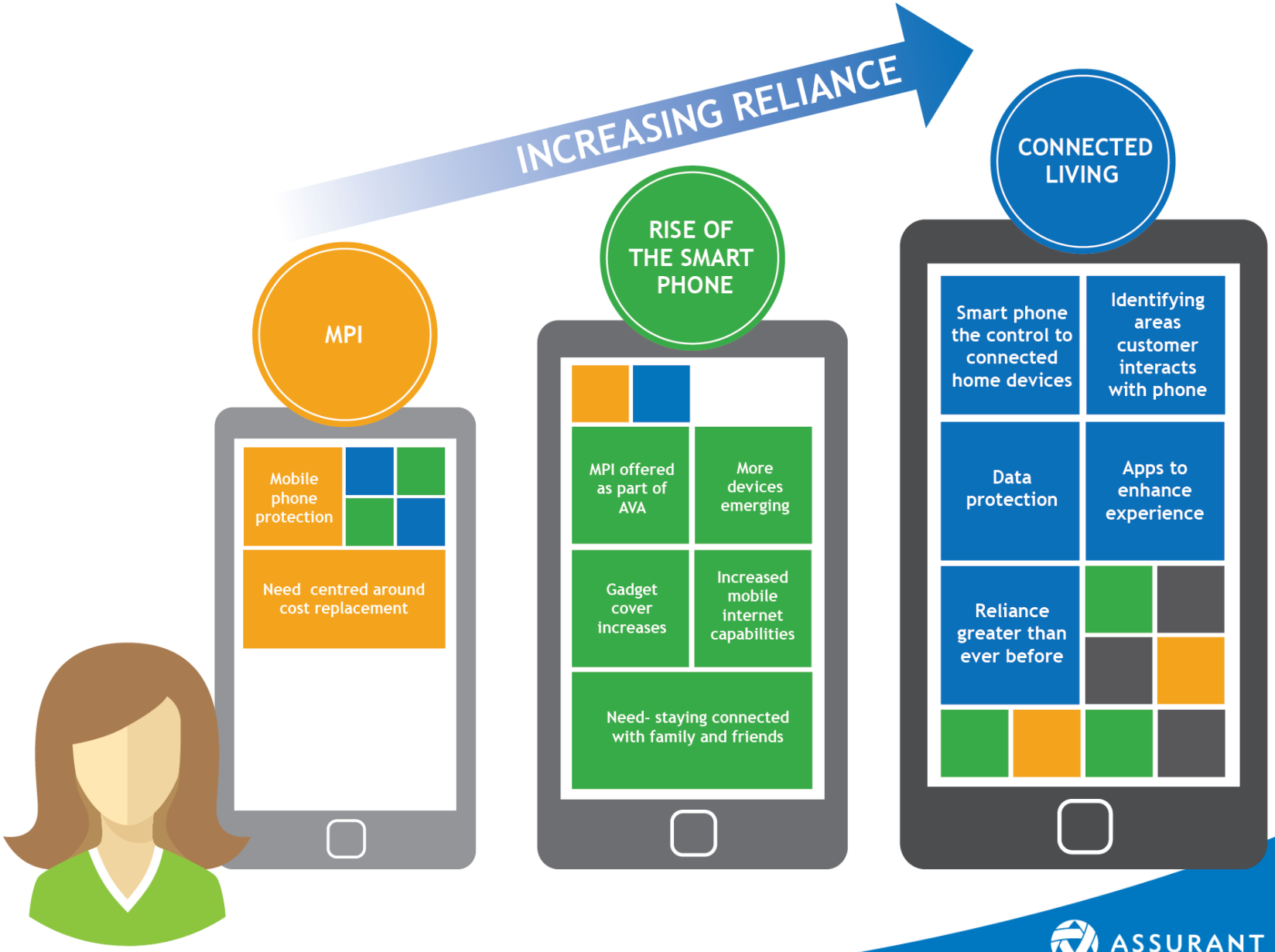
Assurant Solutions help to reconnect a customer with their device every 30 seconds

2

Our portfolio - Global Strategic partners

We hold an extensive list of clients and work with some of the worlds top consumer brands.

We are on an exciting journey…



Add value to our client relationships
The need to diversify outside of regulated products
Protect our relationships
OUR JOURNEY FROM MOBILE PROTECTION TO MOBILE ENGAGEMENT
Future-proof our products and services
Differentiate ourselves against our competitors
Focus on customer experience
The connected world... on the move, on your mobile...
ASSURANT Solutions®

Connecting our clients' businesses to their customers' connected world…

ASSURANT Solutions®

The challenge

How we as the product provider can assist our clients in keeping connected with their customers.

Link client-to-customer-to-product

Keep it simple

Keep the customer at the heart of the design

Ask customers what they want

THE IDEA

Be clear on the problem we are solving for

Enable engagement

Define the scope

To enable customers to stay connected with the client and their products through an omni-channel experience

Technology & product partner selection

ASSURANT Solutions®

Involve customers in solution design and build….

Today's Customer

I get the letters about checking my eligibility but forget to act upon it

I am not always sure what I have

Most of my activities need to be done over the phone. There isn't much opportunity for me to self-serve

I want things to be easy for me

I want to make sure I'm getting value for money

The getting started guide includes everything, but these days I like to go digital

What the research told us…

By creating personas we kept them front of mind

Victor
Pensioner
Age: 67
Job Title: Retired driver

Channels
- Phone – mainly
- Desktop

Pain points
- Pre-existing medical conditions – are they covered
- Too many confusing options when I call in
- Worry about not knowing details of policy and end up being excluded from cover

Goals
- To know I have the right level of cover for any medical and hospital assistance I may need
- I need things to be easy to understand
- I want to speak to a 'real' person in case of emergency

" I don't really trust doing things on the computer. I want to speak to someone if I need help!"

Roy
The frequent traveller
Age: 42
Job Title: Sales executive

Channels
- Desktop
- Smartphone
- Phone

Pain points
- Searching for travel insurance papers
- Reading through long insurance documents
- Not being updated on progress of a claim

Goals
- Wants cover for his equipment on his skiing and golfing trips
- Wants claims to be handled very quickly or access to instant online claims
- Wants quick access to his policies

"I like going on holidays quite regularly. If I have an accident while I'm on holiday, I want to find my emergency number very easily"

Christina
Working mum
Age: 35
Job Title: Teacher

Channels
- Desktop
- Smartphone
- Phone

Pain points
- Carrying paperwork on holiday
- Not knowing the correct contact numbers
- Not knowing the full extent of her insurance policies

Goals
- Wants reassurance that her whole family is covered in the event of an accident
- Wants easy access to the emergency numbers
- Wants additional benefits and discounts

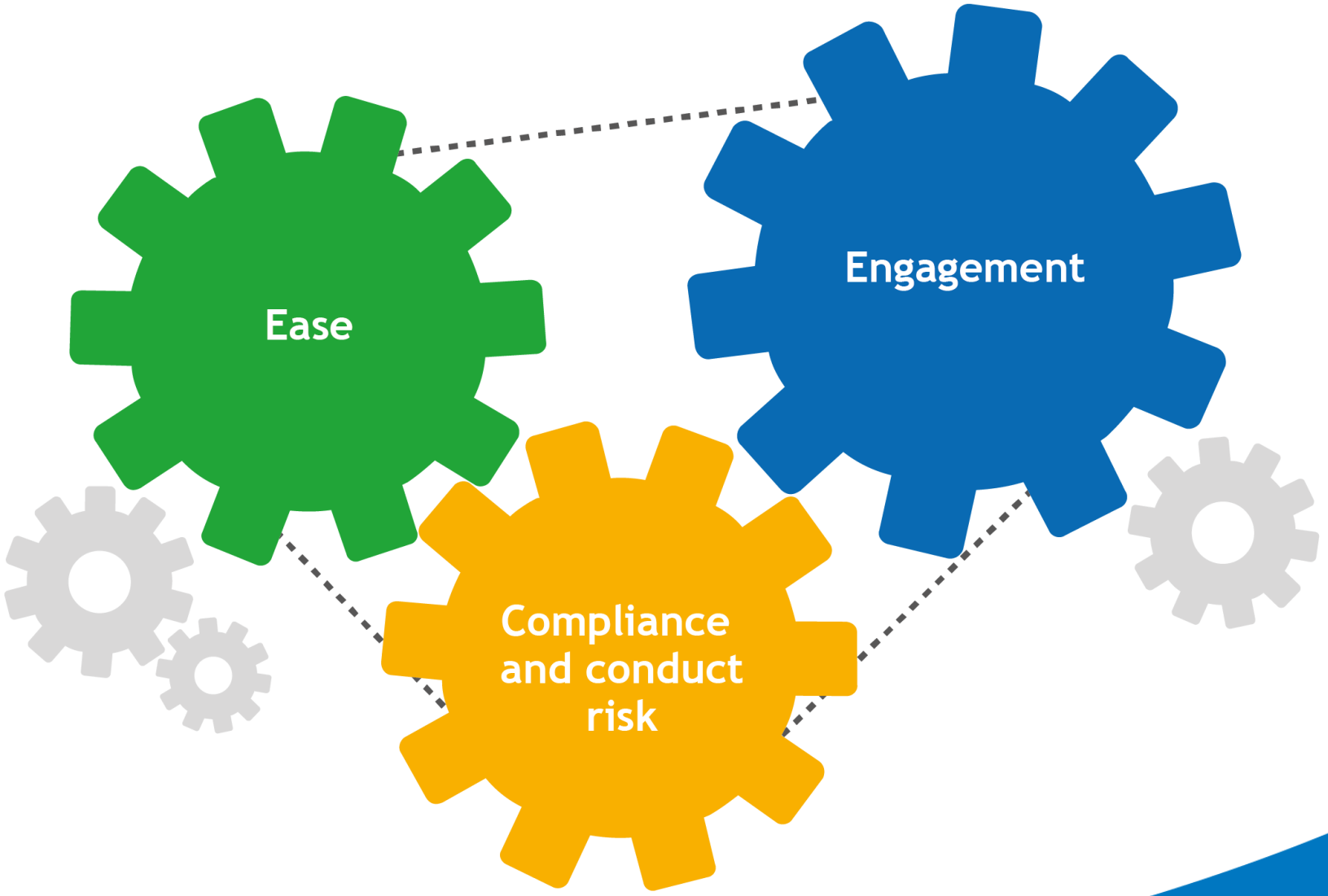
" I want to be reassured that my whole family is covered in the event of an accident or loss. I would love the panic button!"

ASSURANT Solutions®

…we continued to listen to customers via UX sessions

ASSURANT Solutions®

We focussed on 3 key areas



Future Customers

ASSURANT Solutions®

By 2020 there will be 50 billion connected items

Make it seamless

Create paths to people

WHAT DOES THE FUTURE LOOK LIKE?

Self-serve

Omni-channel experience

Fits with the customer's lifestyle

Enriched, relevant experience

ASSURANT Solutions®

ASSURANT Solutions®

THANK YOU

Tracey Rogers | Head of Business Development - FS
M: +44 7747 568267 | tracey.rogers@assurant.com
www.assurantsolutions.co.uk