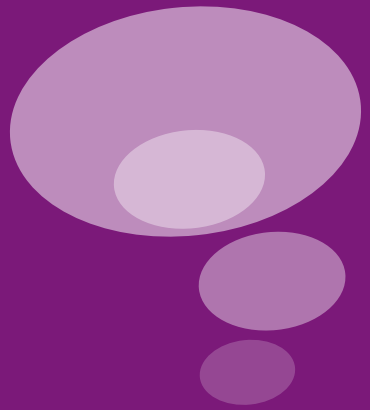
STARK GROUP



Customer segmentation

from profile to behavior, reinventing customer segmentation

Disrupting the insurance industry

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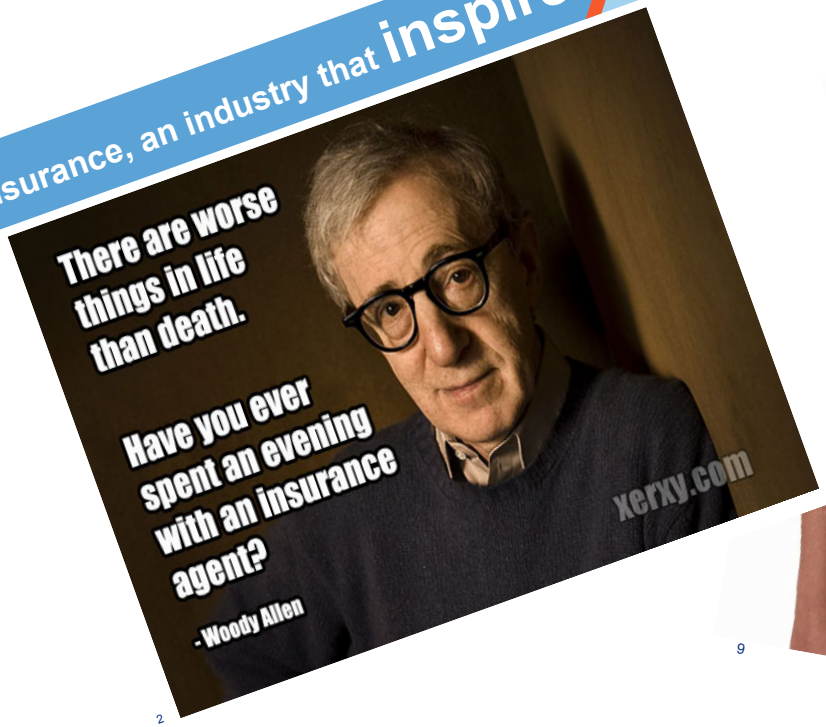
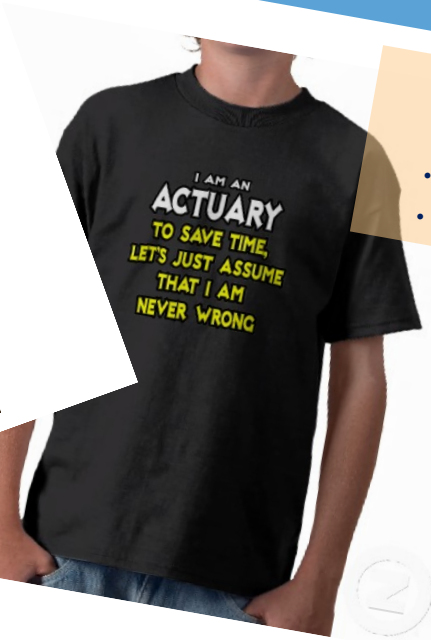
It was 2 years ago....

Insurance, an industry that inspire?



2

a sustainable paradigm ?...



9

We face years of Loss (12, 25, 75?)!

- Endless price war with new entrants on main lines
- Denial of known cyclical market
- Failed forecast of event that wipe out the industry

How to create greater value perception and willingness to pay
And make our product customer focus?

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And it was last year

Is the Insurance Industry like….

……

Can digital enhance the customer journey for greater onboarding and understanding of the product?

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My Last slide last year

If you look at it

Digital services leverage on **data** & connectivity

which is the Primary **need** of the Insurance industry

Digital allows **ultra targeting** & **segmentation**

which is the Primary **goal** of the insurance industry

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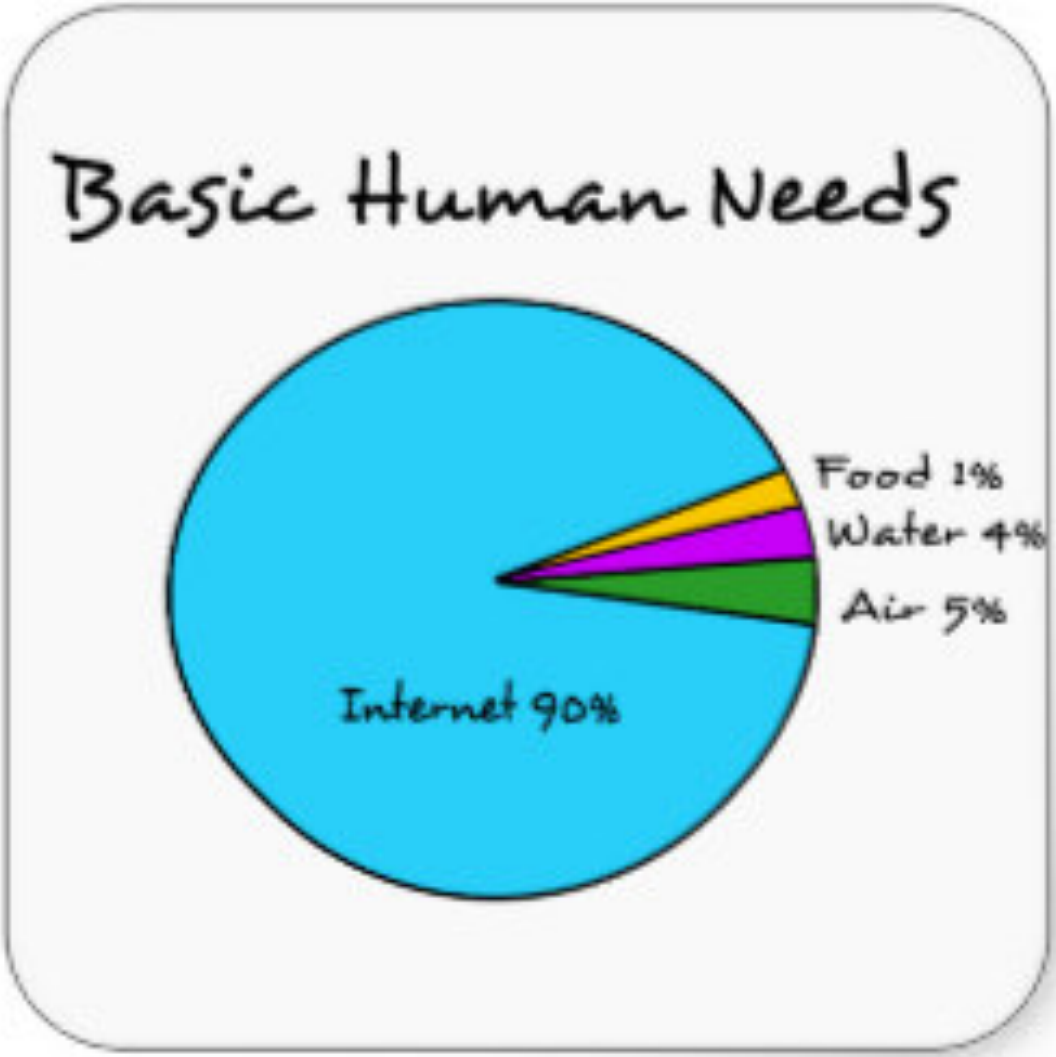
The reality....



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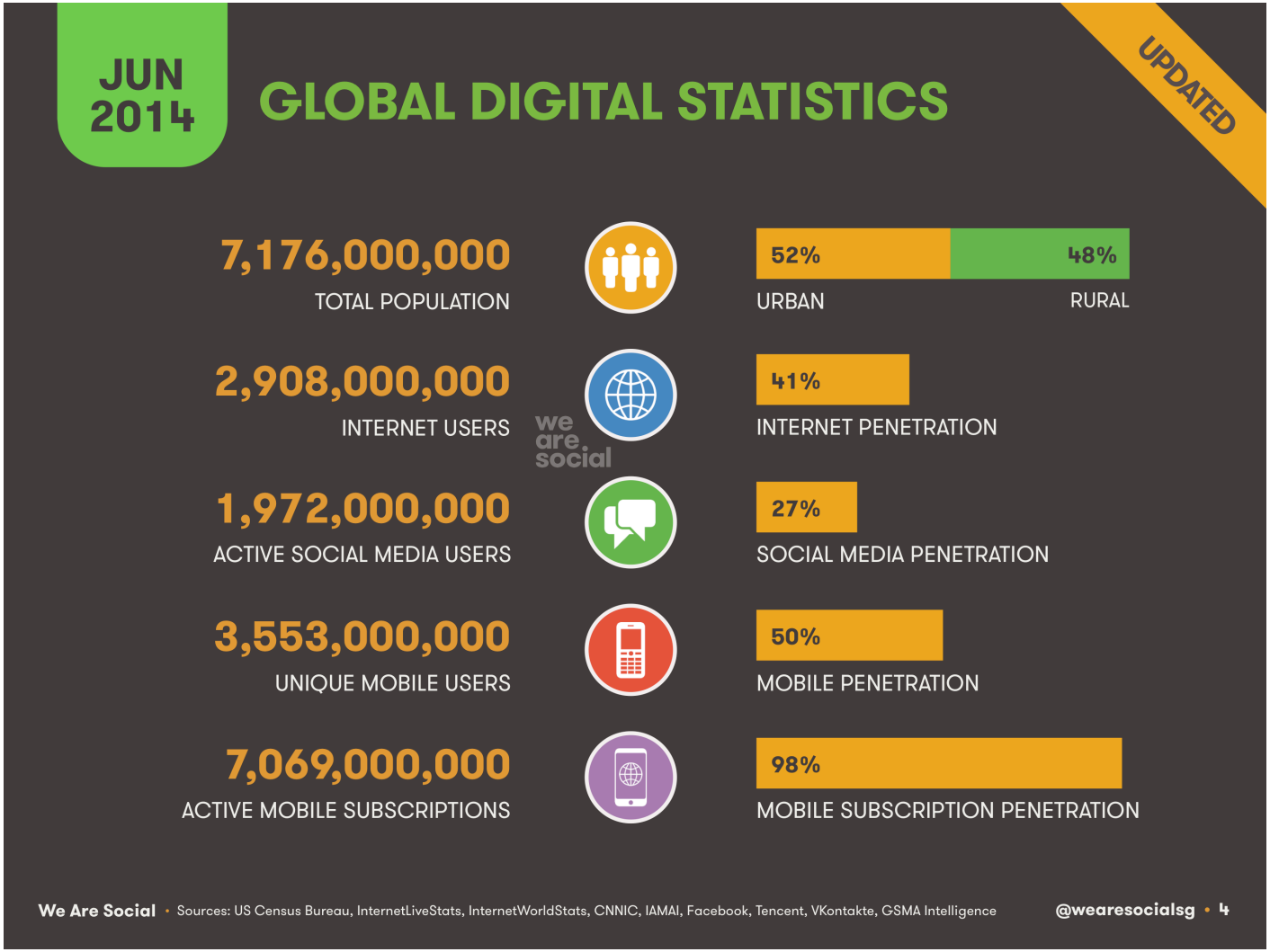
Where are your customers



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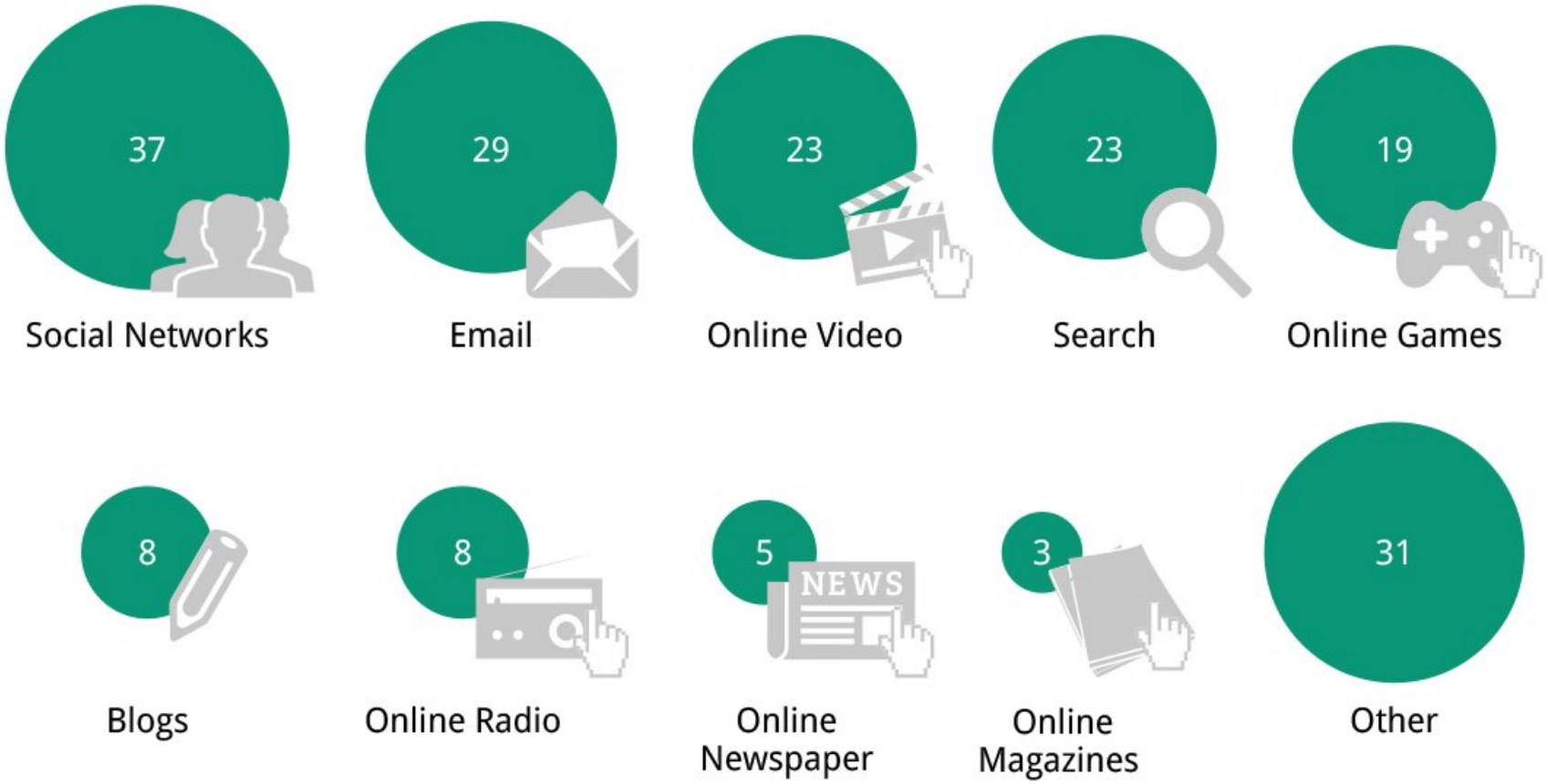
And what do they do?



n= 5,000 adults (ages 18-64)

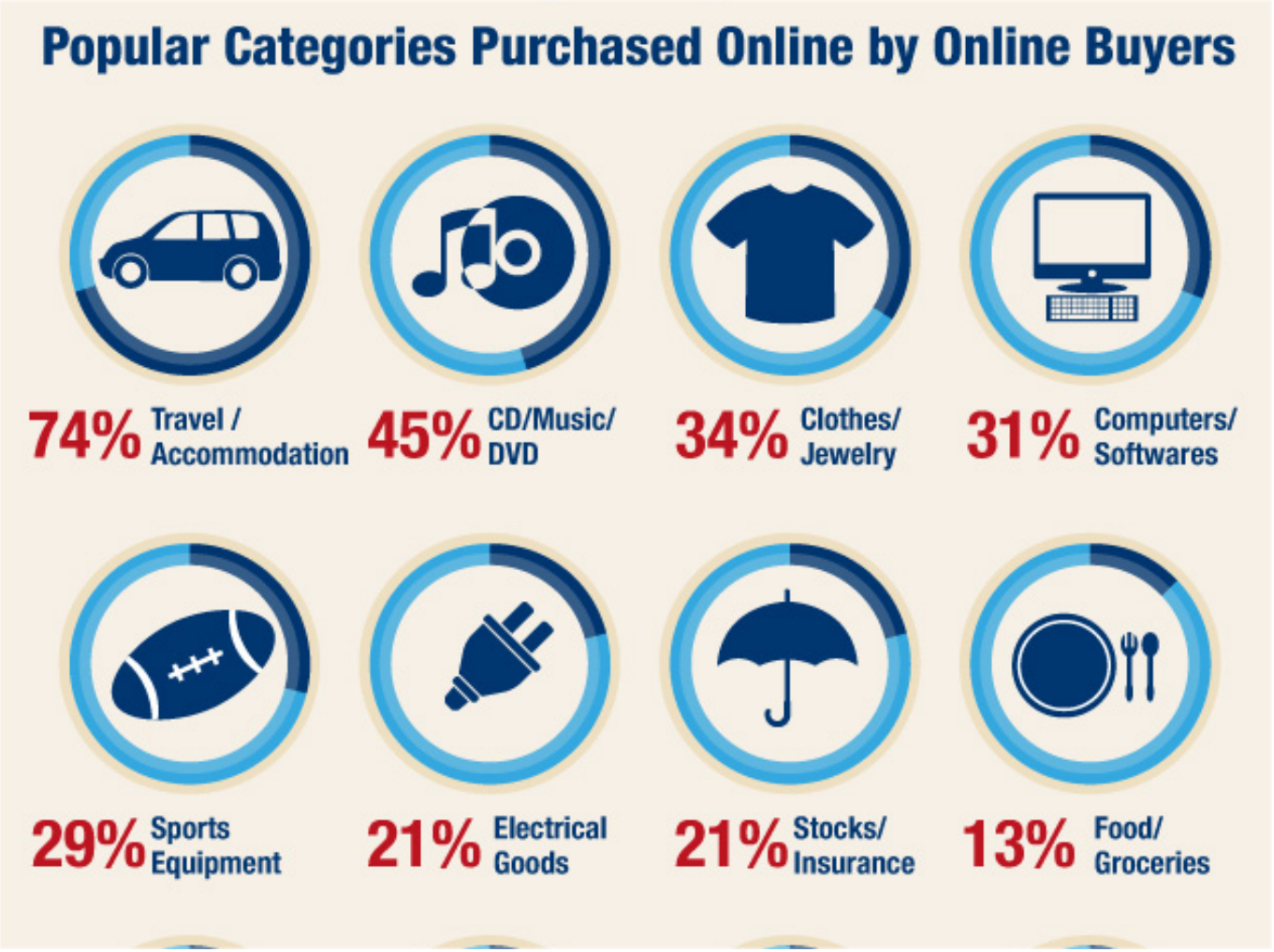
BUSINESS INSIDER

Average minutes spent on the net / day

Source: GfK, IAB

statista

They also purchase online



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But before?

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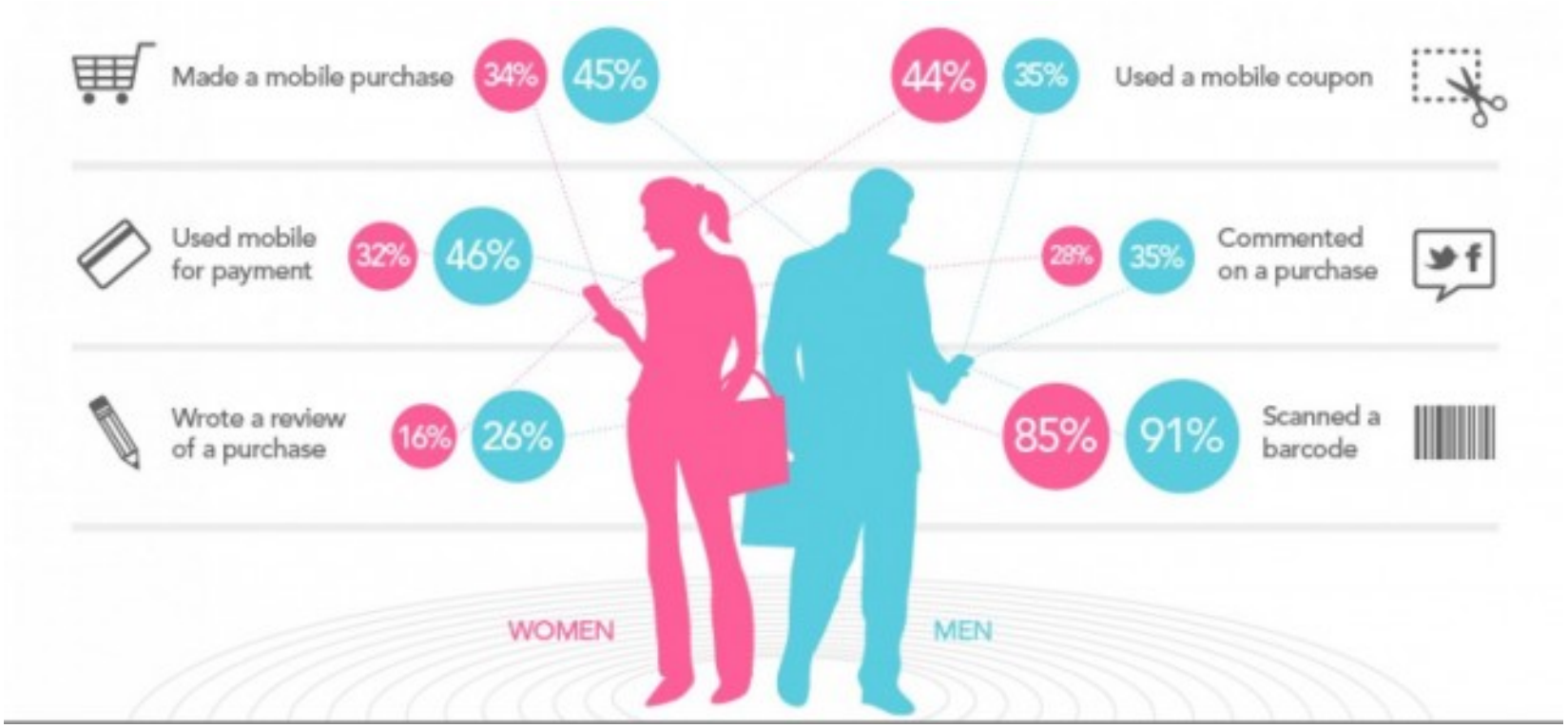
By doing all these, your customer lets its personal data everywhere



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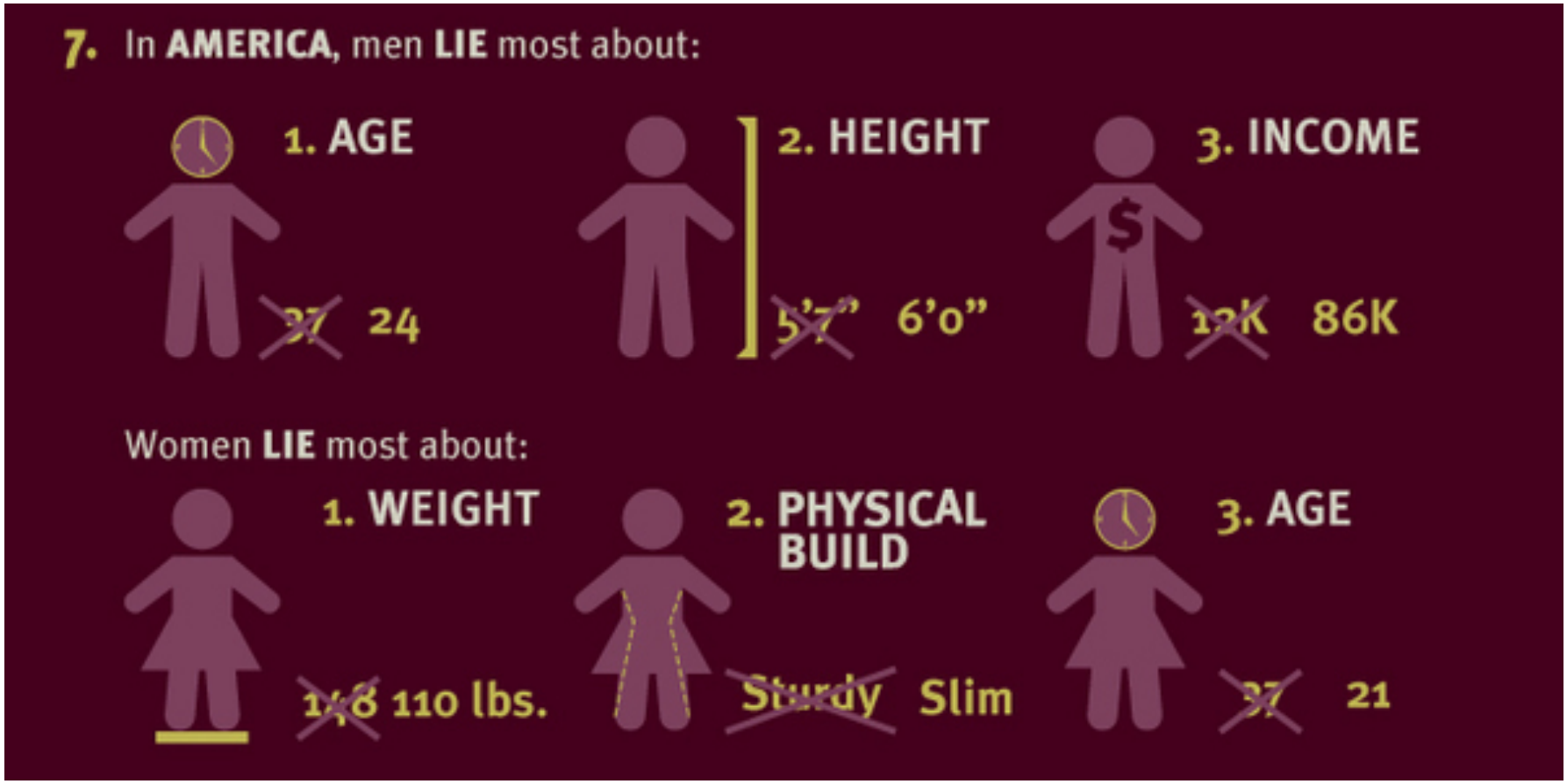
While active data maybe misleading



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Passive Data doesn't lie

Key Findings

37% Users Block Strangers From Viewing Their Profiles Through a Google Search

Google

YET

81% Allow Anyone on Their Network to See Their Recent Activity

webroot
Second Annual Survey

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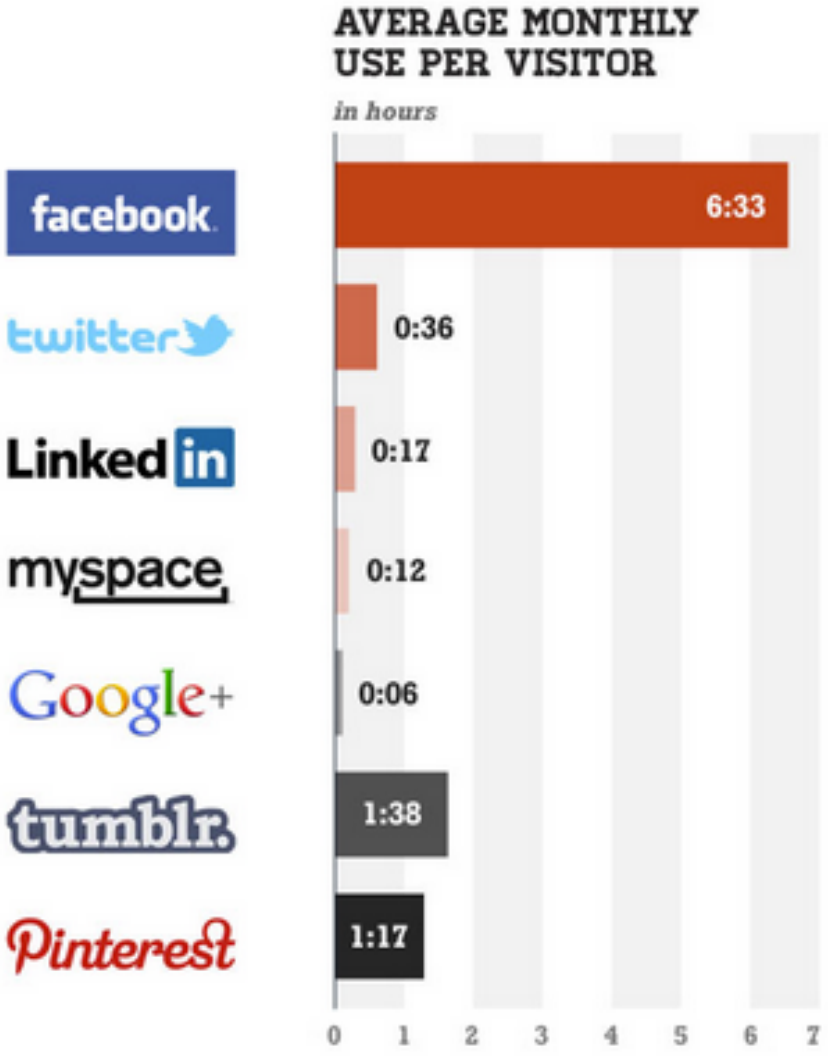
And they spend a lot of time spreading data



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And what does the data tell you?

twitter	"I need to show off"
facebook	" hey! Look! I showed off"
Google+	"Where to show off"
YouTube	"Look how I showed off"
LinkedIn	"I am the best at showing off"
tumblr.	"Let me explain how to show off"

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How to leverage on these data to propose the right product

Current paradigm In Insurance	New paradigm	To assess
Gender, DOB, Status	Relationships, interpersonal behavior	Risk assessment, Product needs
Income, Assets	Spending habits	Risk assessment, take up opportunity, type of product
Pre-existing, current conditions	Life habits (sports, social, interest, culture)	Risk assessment, product segmentation
Claims Frequency	Change of behavior on the net	Risk assessment,
Distribution channel category	Digital loyalty (brand attachment, time spent on the net....)	Retention, Up-sell / Cross sell opportunity

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How to leverage on these data to propose the right chanels

Current paradigm in insurance	New paradigm	To assess and push
What intermediary does the customer use	Evaluate What Websites he visits	In order know how to reach your customer And What product to push
The number of products they own	Evaluate what time, How long, frequency	To know when and what to push: Product information, promotion, a product to buy
The relationship they have with intermediaries	Evaluate what type of data they share (payment type, personal info, active or passive data)	Product subscription complexity
	Type device used: Mobile app, websites,...	Product subscription complexity
	What do they say, what do they do in the website	Product scope complexity, Promotion

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OK so concretely how does it work?

Scenario 1: Go online first and make yourself visible as much as you can...

Example - Video

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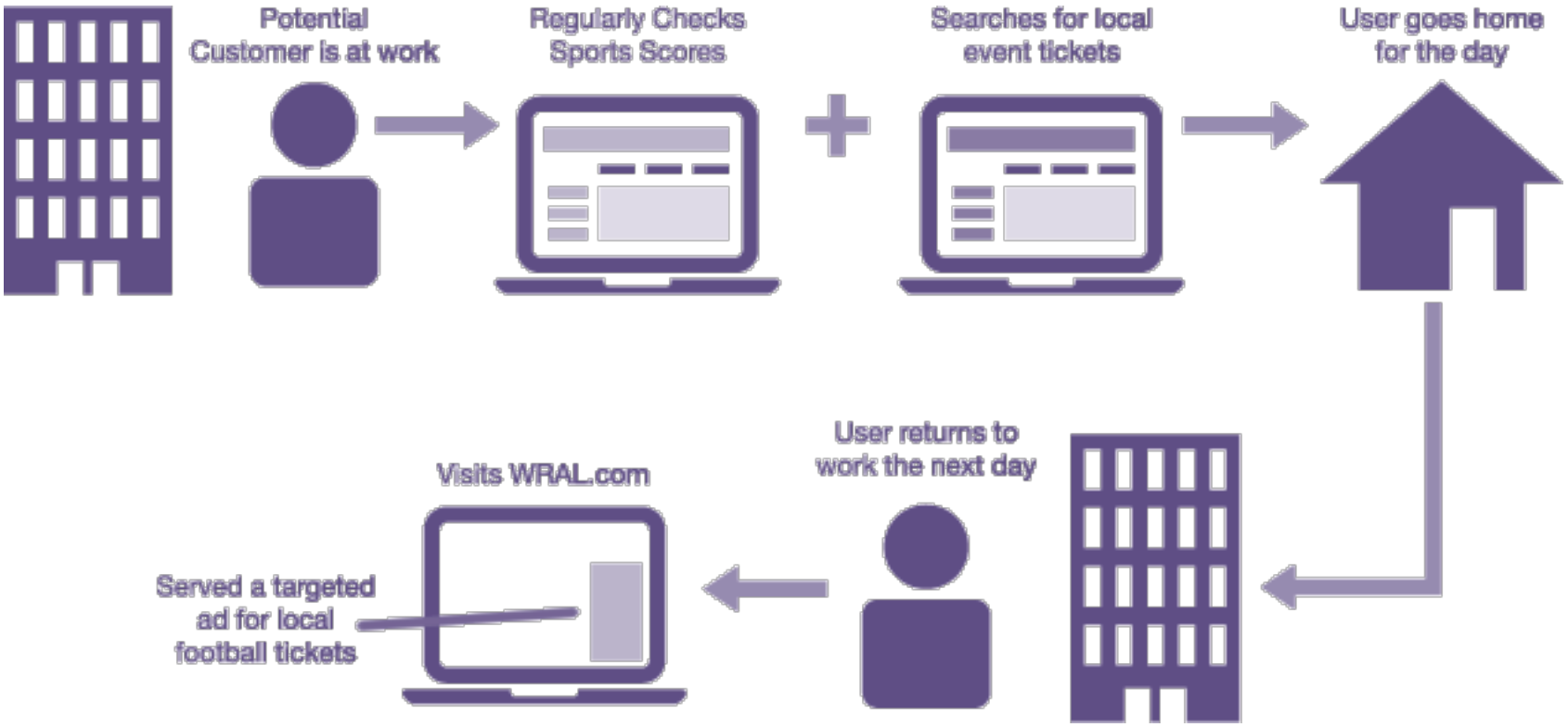
Scenario 2: track & understand your prospect first



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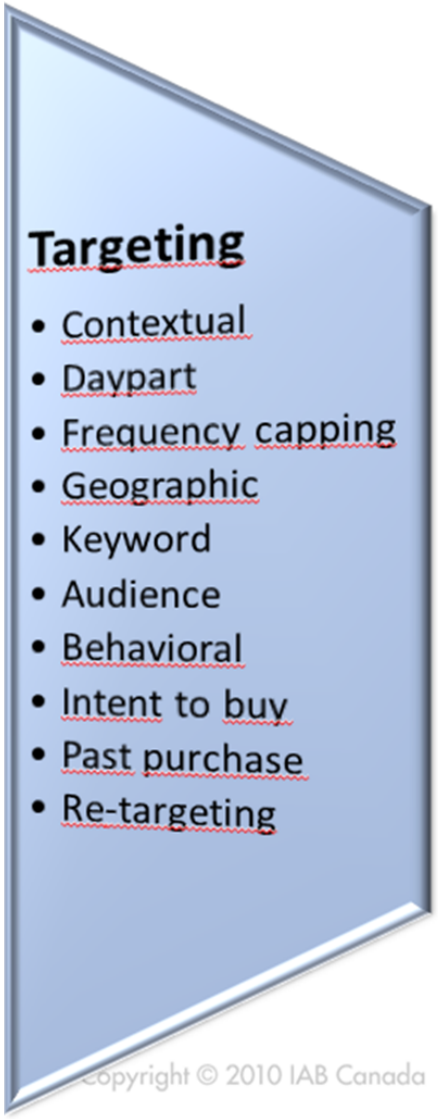
How to make it work in Insurance



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twitter	So happy to go to Bali next week
facebook	Any tips on villa in Bali
Google+	Search for air ticket, hotel….
YouTube	Watch video of surf in bali
LinkedIn	"ready to be off, next week after 15 years in my company"
tumblr.	"yes, I am going 1 week, with my family, from…."

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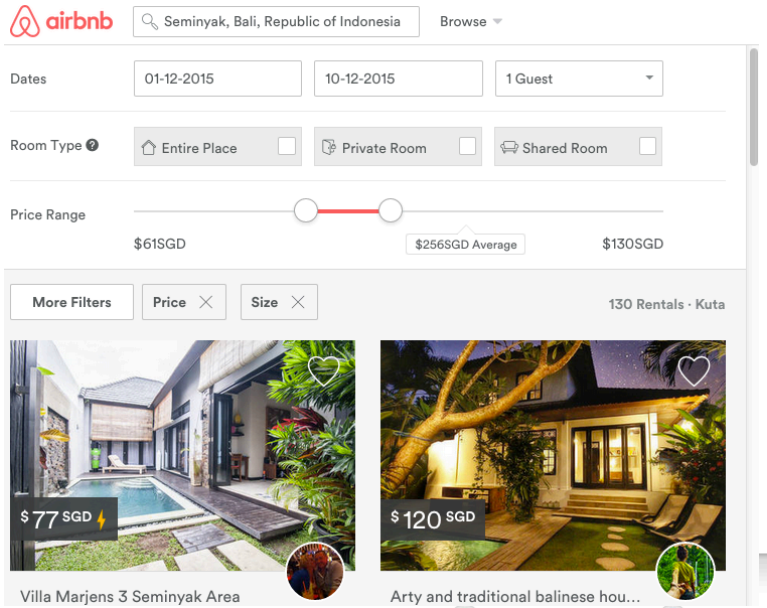
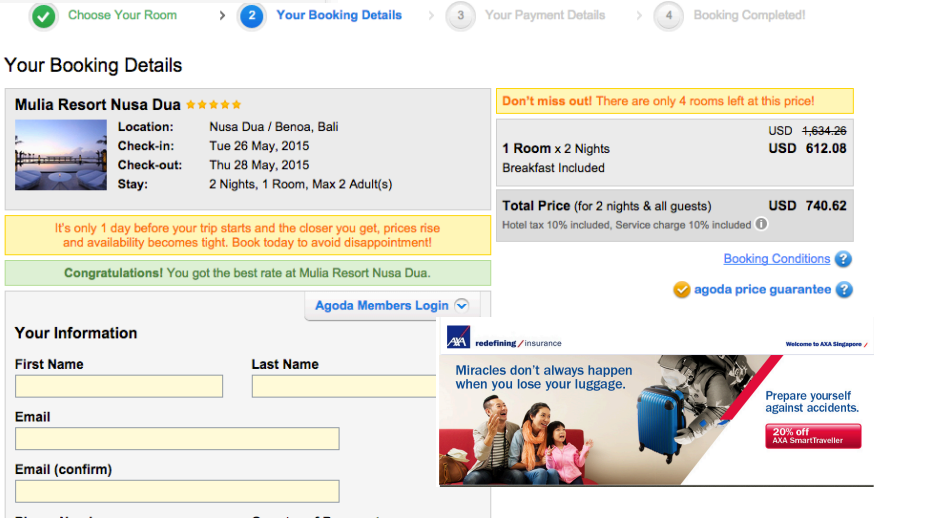
… then make your offer visible

Formats

- Integrated ads
- Floating ads
- Interactive / Rich
- Video
- Text



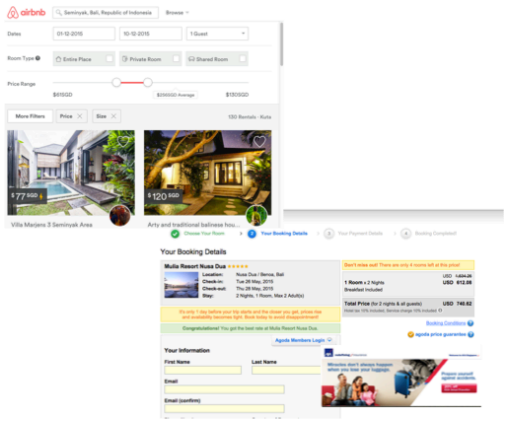


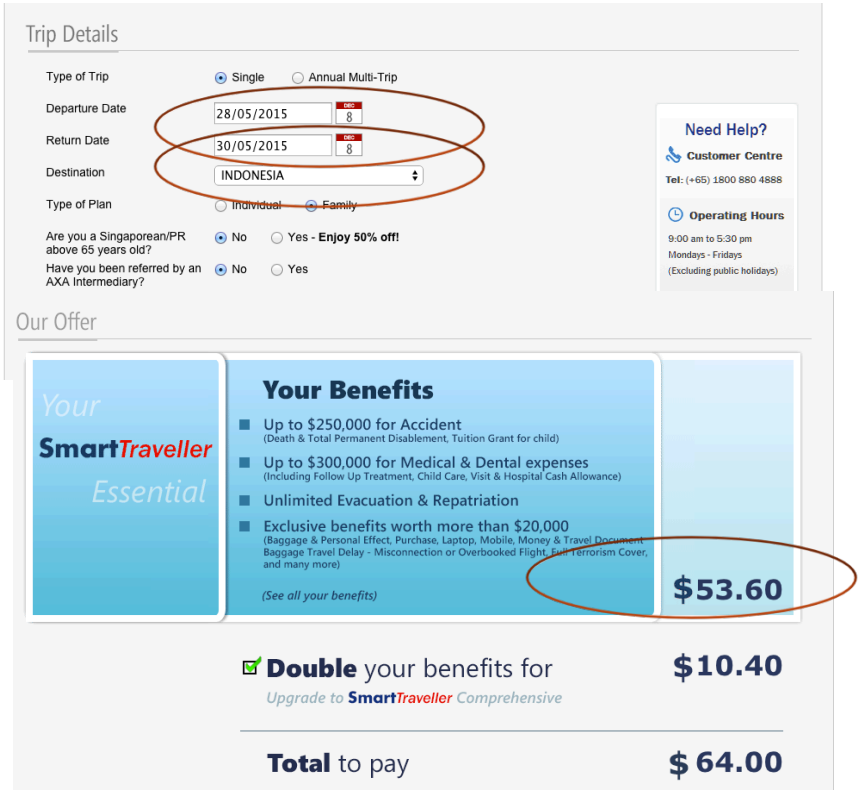
What about your product

Formats

- Integrated ads
- Floating ads
- Interactive / Rich
- Video
- Text

1. Prefilled
2. Segmented
3. Priced





Is it difficult to put in place?

Billions are Spent to Shape & Monetize the Digital Experience Come Up Short in a Mobile, Cross-Device World.

$5 Billion will be spent in 2014 in these four categories alone.

@Invoca #callsbeatclicks

Source: Raab report 2014

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Recap

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And be prepared to have greater ratio

Productivity

Higher Premium

Higher Conversion rate

Clearer & Faster

Credible

Engaging

Lower Combined ratio

Lower average claims

Attractive & appealing

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STARK GROUP

Disrupting the insurance industry

Thank You

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