Ian Hughes
Chief Executive, Consumer Intelligence

General Insurance Pricing Seminar
10th June 2014
What is Customercentricity?
And how do you know when you've achieved it?
What are you thankful for?

- Person A and B turn to each other and “regard” each other
- Person A asks person B “What are you thankful for?”
- Person B answers in 15-30 seconds
- Person A repeats the answer given by person B
- Person B does the same with person A
The journey toward greater customer centricity
Conclusion

Many insurers are not keeping pace with changing market and consumer dynamics and are far behind other industries in meeting customer expectations. To succeed in this fast-changing environment and achieve sustainable top-line growth, insurers need to embrace data and digital innovative culture in support of strategic decision-making.

Innovative culture vision is not about building cadence today, next week, next month, and next year. But the time has come when the journey is a strategic necessity, and all insurers need to be clear about where they stand and what steps lay ahead for them.
Customer centricity
Mutually Assured Destruction
Why Customercentricity?
250,000
Intention to Renew

WINNERS

NFU Mutual
Prudential
A-Plan
Direct Line
RS&A
Natwest
The Co-operative
Ageas
Zurich
IAM Surety
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NEED VS WANT
DATA VS HUMANITY
Empathetic underwriting
Competitor’s Offering
Customer’s Needs
Firm’s Competitive Basis

UCS: Unique Competing Space

Where a company fulfils customer’s wants in a way competitors cannot

Empathetic underwriting
The Growing Decision Process

Customer

Stay

Shop

Stay

Switch
The Growing Decision Process

- Stay
- Shop
- Switch

Customer
The Growing Decision Process

1. Stay
2. Switch
3. Shop
4. Switch
5. Stay
6. Stay
7. Stay
8. Stay
The Growing Decision Process

Customer → Browse → Shop → Haggle

Stay, Switch, Stay, Switch, Stay, Switch, Stay
The Growing Decision Process

Thinking

System 1
- Automatic
- Intuitive
- Instinctive
- Primary
- Rapid
- Blind
- “WYSIATI”

Fast

System 2
- Considered
- Effortful
- Focused
- Secondary
- Slower
- Lazy

Slow
The Growing Decision Process

- Stay
- Stay
- Stay
- Stay
- Stay
- Stay

Customer

Browse
Shop
Haggle

Switch
Switch
Switch
The Growing Decision Process

- Stay
- Shop
- Haggle
- Switch
- Browse

Customer
Empathetic underwriting

You need to have a head, heart and gut level understanding of your customer.
Empathetic underwriting

You need to have a head, heart and gut level understanding of your customer.
Regard
What is Customer-centricity?
And how do you know when you've achieved it?
What is Customer-centricity?
And how do you know when you've achieved it?
You will know in your head, heart and gut