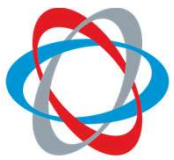


ISOA



**Customer Insurance  
The other side of the coin**

Paola Scarabotto



ISOA

# Insurance “Axis”

Classic Actuarial approaches and techniques consider everything related to the point of view policies / risks to have a claim.

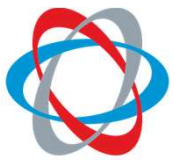
Our classic techniques evaluate everything as the single kind of business in any details, where the evaluation drivers are:

**Risk to have a  
Claim / Event**



**Claims Centricity**





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# Insurance “Axis”

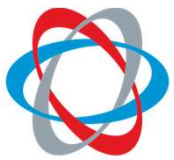
The other driver is Time, trying to predict future Claims where the past is our teacher and the present is our guide for the future.

The first problem that we have in the modern era is that the past often cannot explain our future, not for:

- Cyber Risk
- Climate CatRisk
- New High Tech Context Risks

Mutual Context  
Centricity





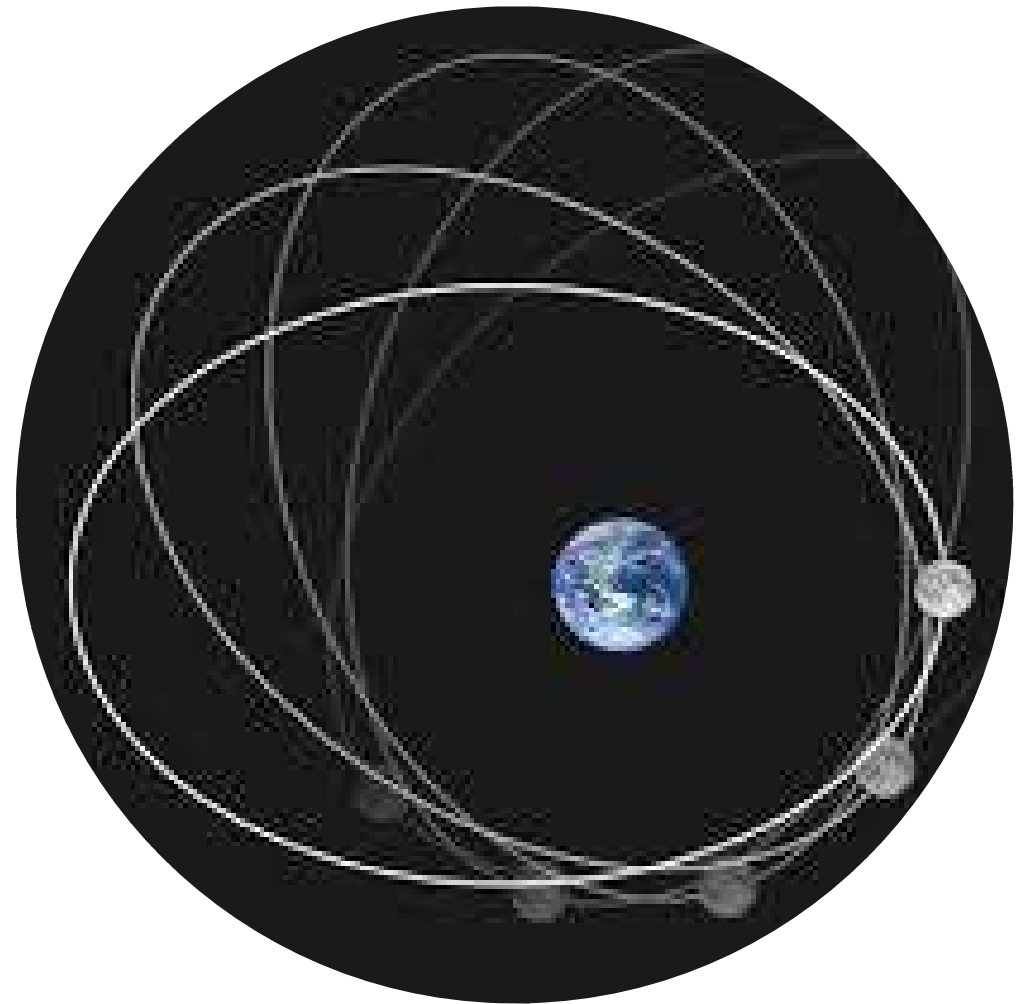
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# Insurance "Axis"

Our classic evaluation, eg. for pricing, it will take into consideration the main "risk / claims rotation orbits" where customers are considered "Data Attributes" of our Business Risks:

- Motor
- Home
- Life
- Health
- Investments
- ....

Always one Customer





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# The Dark side of the Moon

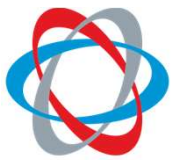
Insurance is increasingly seen by consumers as an accessory to other purchases, with a completely reversed view from that of insurers.

We should consider at least one other major axis of our technical assessments



**Customer  
Centricity**





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# The “Customer Insurance”: Why?

Insurance for our Customers is a kind of Financial Service with some features to access when he/she needs in a more complex relationship where there are:

**Primary Needs**



**Secondary Needs**

There are strong dependencies: e.g. the pricing elasticity between policies, renewal phenomena (eg between motor vs home) etc.

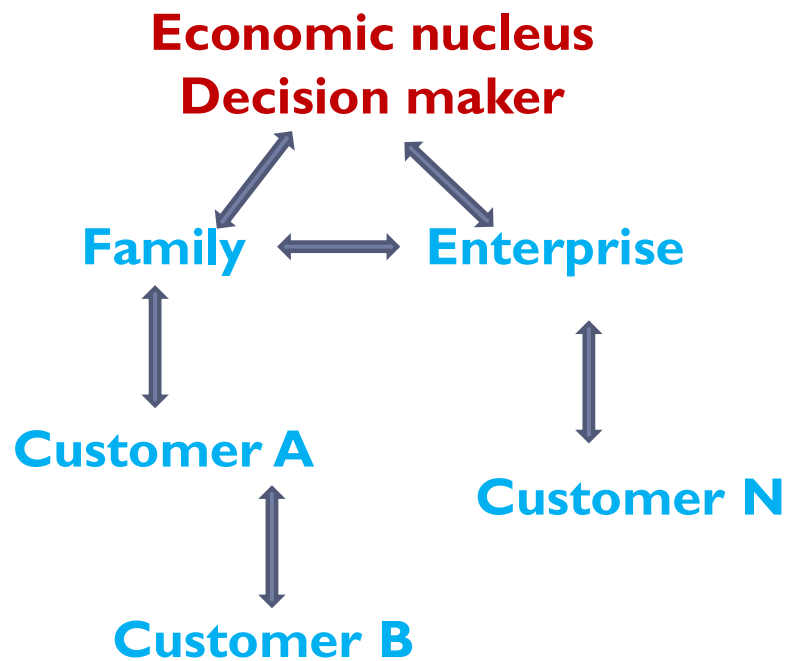




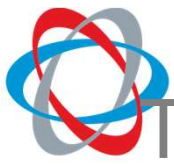
# The “Customer Insurance”: What?

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In Customer Insurance, another evaluation axis is the “real economic subject”. In fact, the "real" dependencies are not only in terms of the Customer, but also with the entire "economic nucleus"



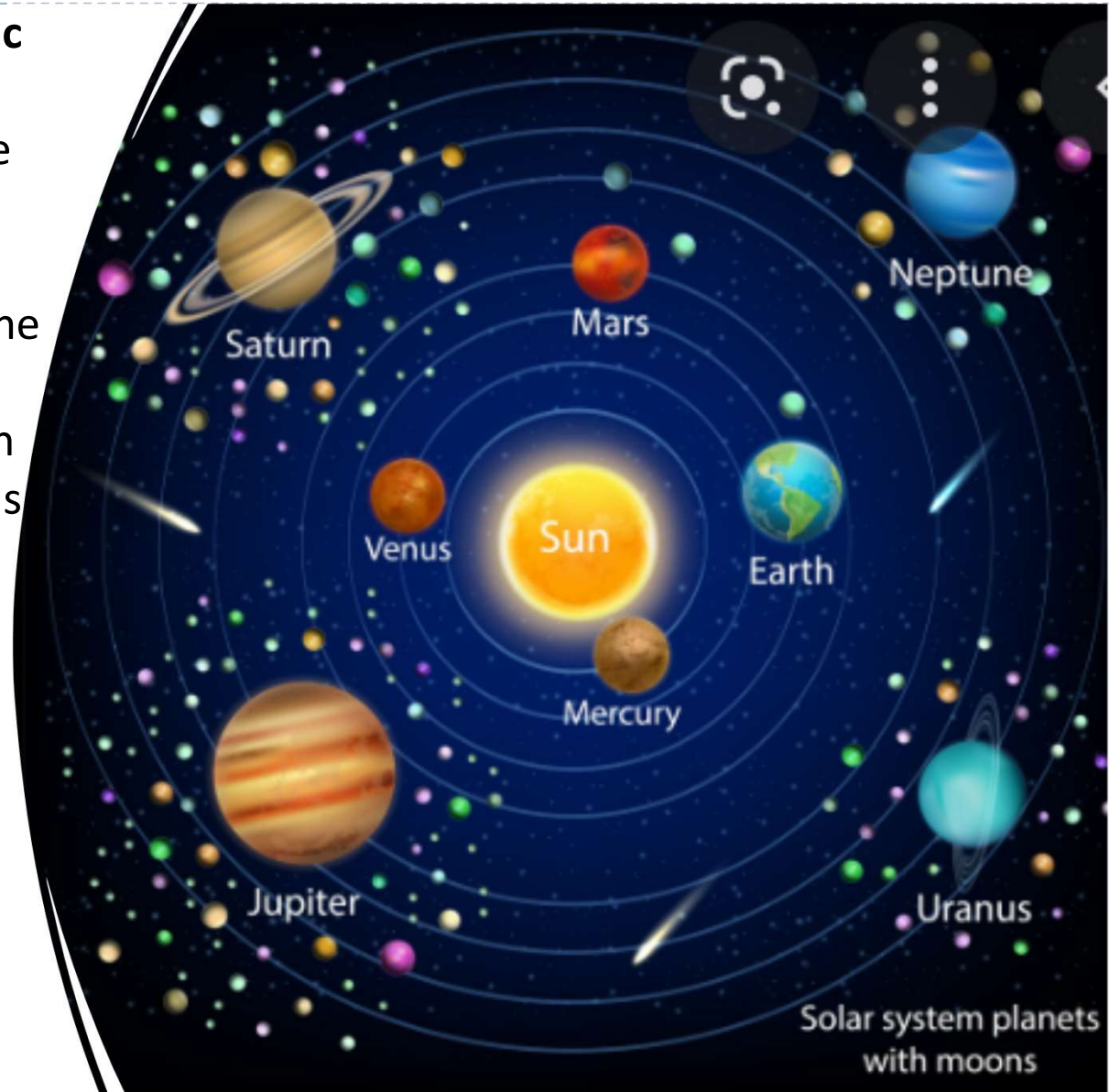
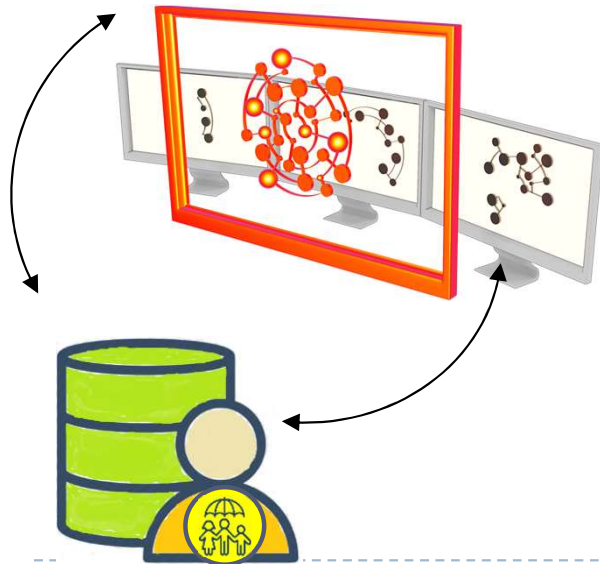
Magritte - The Lovers



# The “Customer Insurance”: Data Analytic Ecosystem

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The first enabling factor is a **Dynamic** and **Well Integrated Data Analytic Ecosystem**, where everything can be added from the perspective of the Customer / Group, not only for Marketing / Sales purposes where the results of the classification / Evaluations could dynamically enrich the context of the data in continuous way and well certified way







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## The “Customer Insurance”: Services / products Ecosystem

The **second enabling factor**, dependent on the first, is a **Services and Products** built in such a way as to be combined, in whole or in part, to be more adherent to the needs of the Customer / Group of Customers, where the dependencies between them and the " level ", primary or secondary, their needs and the effects on their final purchase or renewal decision.





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