

OLD MUTUAL

# Customer Experience

- *Customer Journeys in the digital Era*

INSURE  
DO GREAT THINGS EVERY DAY

WOMEN IN LEADERSHIP

1

INSURE

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2



## CHANGE IS BEING DRIVEN BY THE CUSTOMER.....

- Digital Transformation is forcing businesses to change their business models to adapt to the new market reality and how customer expectations shape the need for digital.
- New age customer expects relevant content in relation to what they are doing anytime, anywhere and in the format and on the device of their choice. Its their journey which dictates your strategy!
- Digital technologies have empowered customers
- Transformed the customer journey from awareness to advocacy
- Phygital – combining the best of the physical with the digital customer experiences.
- The role of gen AI in enhancing CX is huge as it improves operational effectiveness (Triple Crown). The delivery of this triple crown plus benefit is now the hallmark of leading insurers.

SuperOffice.com | 15 May 2024

3



## Whom we serve

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Ensure we add across generations, building solutions that become part of our customer's lives. Personalization can be achieved through Marketing efforts as a start.

**Thabo Nkosi | Enlightened Moava**

**BIO**

- Currently studying, just started working
- Has a diverse portfolio in corporate & entrepreneurial ventures
- Values family, education & community
- Focuses on creating the community around him

**CHANNEL OF CHOICE**

**DIMENSIONS**

**KEY LIFE GOALS**

- Wants to be respected
- Family career
- Looking to improve standard of life for themselves & the community
- Interested in traditional values & hobbies
- Values
- Sometimes overwhelmed & focused on self

**KNOWLEDGES FOR INSURANCE**

- Adaptability
- Values for money
- Relationship assessment online
- Rewards programs - get something back
- Nothing is too hard

**BRANDS USED**

**Quote:** "If you see too expensive, then I will look for something that fits my budget better. Expenses are increasing, but my salaries are not increasing. You don't know your world & what you need."

**Sue Maistry | Ambitious Provider**

**BIO**

- Has a young family
- Interested in AI
- Open to graduates
- Interested in middle management position
- Wants to make money & want to do as many things as possible
- Wants to provide for the growing family

**CHANNEL OF CHOICE**

**DIMENSIONS**

**KEY LIFE GOALS**

- Accumulate wealth
- Providing for the needs of the family
- Have someone above to secure the well-being
- Religious conviction

**KNOWLEDGES FOR INSURANCE**

- Quality
- Professional service
- High trust
- Could service (specific) needs, need effort

**BRANDS USED**

**Quote:** "My child participation was that expensive & just a waste of money. I have someone above that I can rely on. But only because he is my class. Self service alternative you operating to someone who has a headache & speaks to you in a funny way & follows you to the end of the road."

**Trevor Roberts | Demanding Negotiator**

**BIO**

- Have worked hard
- My family is established & I have achieved some goals
- I know my rights & will demand right treatment
- Hard negotiator
- Team working
- Hard worker
- I can be flexible

**CHANNEL OF CHOICE**

**DIMENSIONS**

**KEY LIFE GOALS**

- For saving & planning for the future
- Financial security for my family & mine
- Better home & better care of the family
- Protecting the well-being & well-being of my family

**KNOWLEDGES**

- Quality
- Convenience
- What my needs (personable)
- Family
- Reliable

**BRANDS USED**

**Quote:** "Every business is planning for the future. What annoys me - when I get pushed into signing up, if you push me, I feel like you are trying to hide something."

**Vuyo Dlamini | Mature Caretaker**

**BIO**

- Is focusing on looking my retirement early
- My children are grown up, I'll take care of them (graduate or high school)
- Has worked in business for a second source of income
- Interested in other things
- Interested in other things
- Interested in other things
- Interested in other things
- Interested in other things

**CHANNEL OF CHOICE**

**DIMENSIONS**

**KEY LIFE GOALS**

- Looking for a better retirement
- Looking for alternative source of income
- Supporting the children to become more knowledgeable
- Supporting elderly using parents

**KNOWLEDGES**

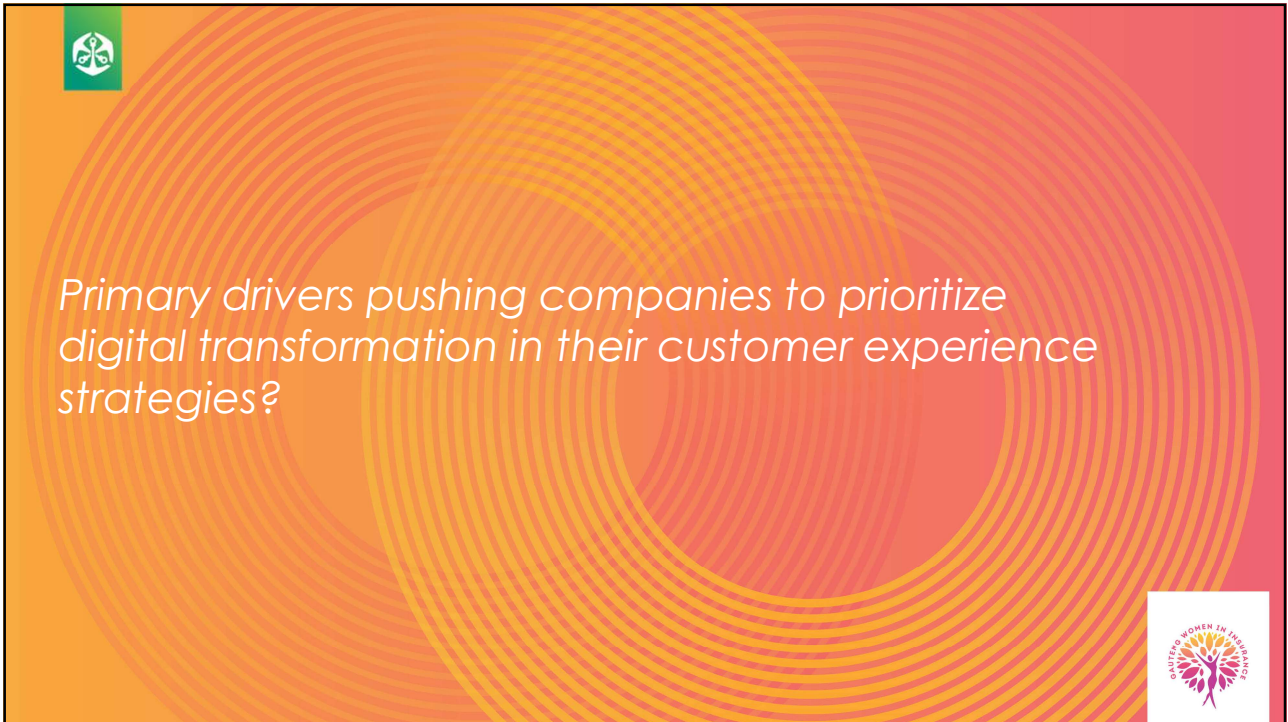
- Value to my needs
- Flexibility
- Reliable
- Convenience & affordable
- Quality

**BRANDS USED**


**Quote:** "I have problems for telephone - they are very flexible & listen to customers. They consider their customers very well. When receiving the policy, they should send our documents to come out to you & make your things & recommend what to do."

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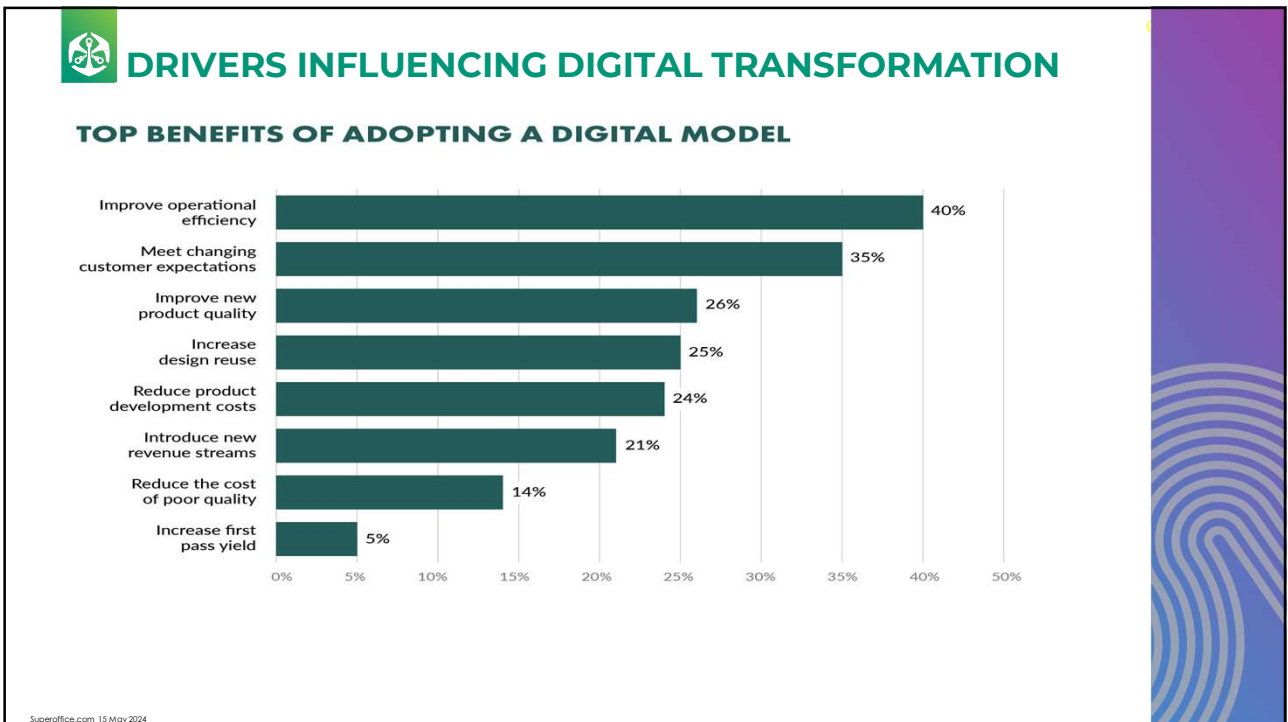
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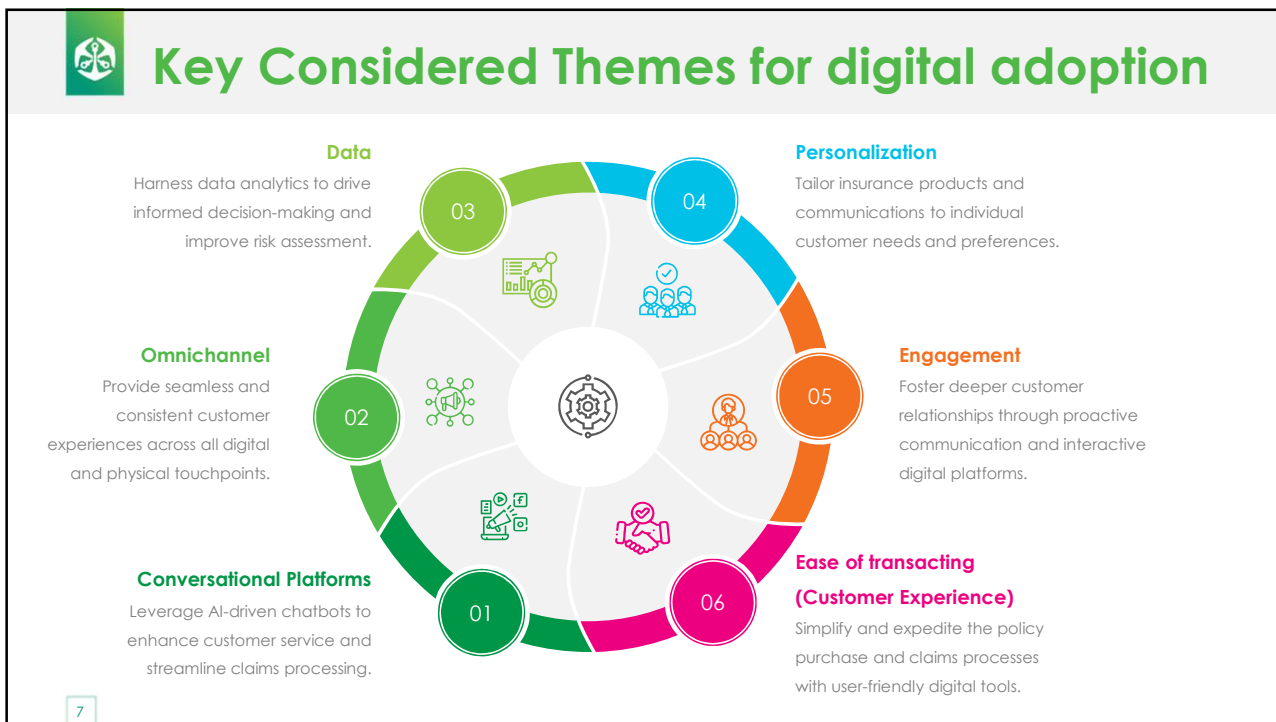
Primary drivers pushing companies to prioritize digital transformation in their customer experience strategies?



5



6



7

## DOING DIGITAL WITH A PURPOSE Control Disclosure

**Don't build a Digital strategy. Digitize the Business strategy**

- Digital fundamentally changes relationships with customers
- Change cannot be effectively addressed with an incoherent digital strategy (add an app / site here & there)
- To remain competitive, re-engineer how the business creates value for your customers in the digital age

**Use Digital To Help Customers Get To The Outcomes They Desire**

- Re-envision the business as a part of the personal value ecosystems that your customers assemble according to their needs & desires. **The business not as a set of products & services**
- Learn to increase value by expanding the company's role in customers' personal value ecosystems

**Two Key Digital Dimensions: Customer Experience And Operational Excellence**  
*Unleash Your Digital Predator*

**Business technology (BT):** The technology, systems, and processes to win, serve, and retain customers

8

8

Control Disclosure

## WE MUST DO DIGITAL WITH A PURPOSE

**Naked Insurance quote process**

### Simple steps. Instant cover.

- 1 Get your final quote in 90 seconds**  
Paying the right premium? Chat to know and find out instantly.
- 2 Customise your quote**  
Choose your excess and start date. Add car hire if you want and cover for any extra items.
- 3 Get covered instantly**  
Add your card to activate your car insurance cover instantly or choose a future start date.

**Pain Points**

- Not a seamless experience – forced to download app
- Not a suitable solution – cannot add more than 1 vehicle
- Not a frictionless start – forced to start cover now
- Not a frictionless end – cancellation only on App
- Trust eroded – debited R1 from my card

**My Need**

1. Get alternative quote
2. Include all vehicles
3. Include household contents
4. Get the benefits promised

Expectation

**My Experience**

1. Visit the website
2. Get forced to download the app
3. Enter vehicle details
4. Enter credit card details

Reality

9

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## Case Studies: WhatsApp as a Primary channel integration

### FlySafair

- Completing key transactions via whatsapp
- Fully integrated into mobile
- Receiving nudges to prompt certain outstanding actions
- Proactive communication of critical information

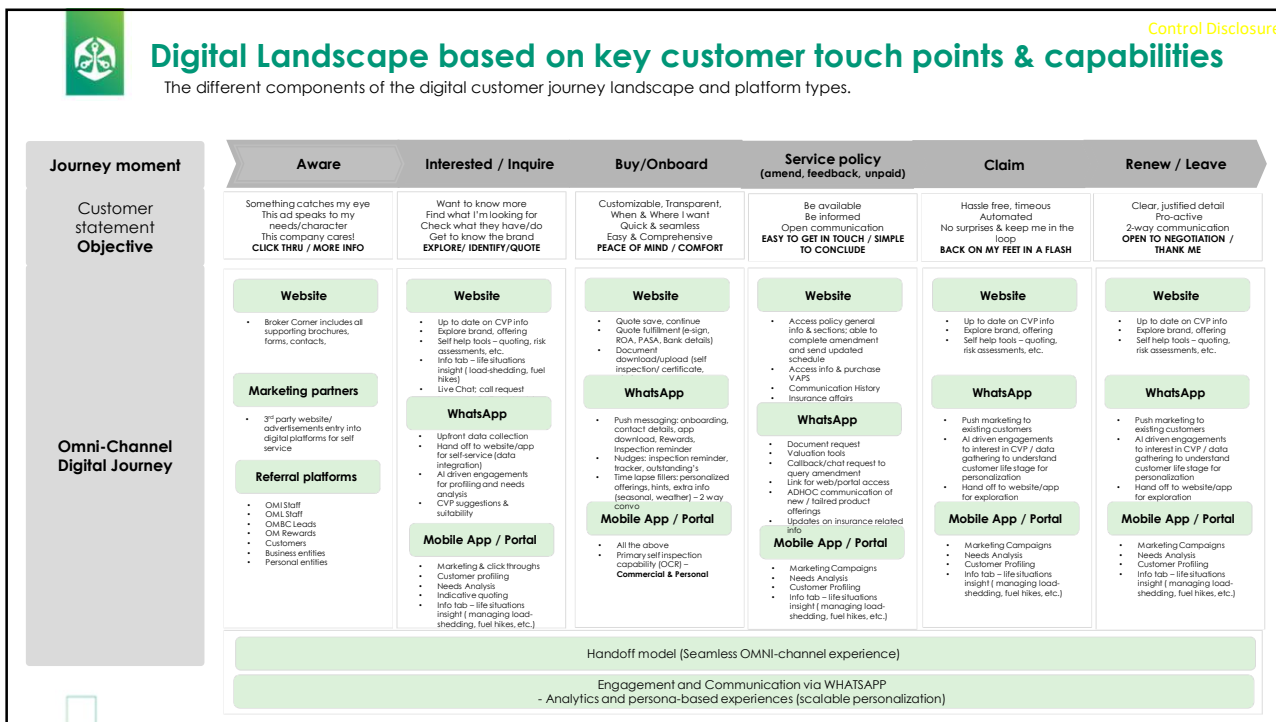
### Sanlam

- Onboarding and sharing of docs via WA instead of SMS
- Continuous Nudging towards use and registration of portal
- Sharing info via images and engaging through continued
- Proactive communication of critical information

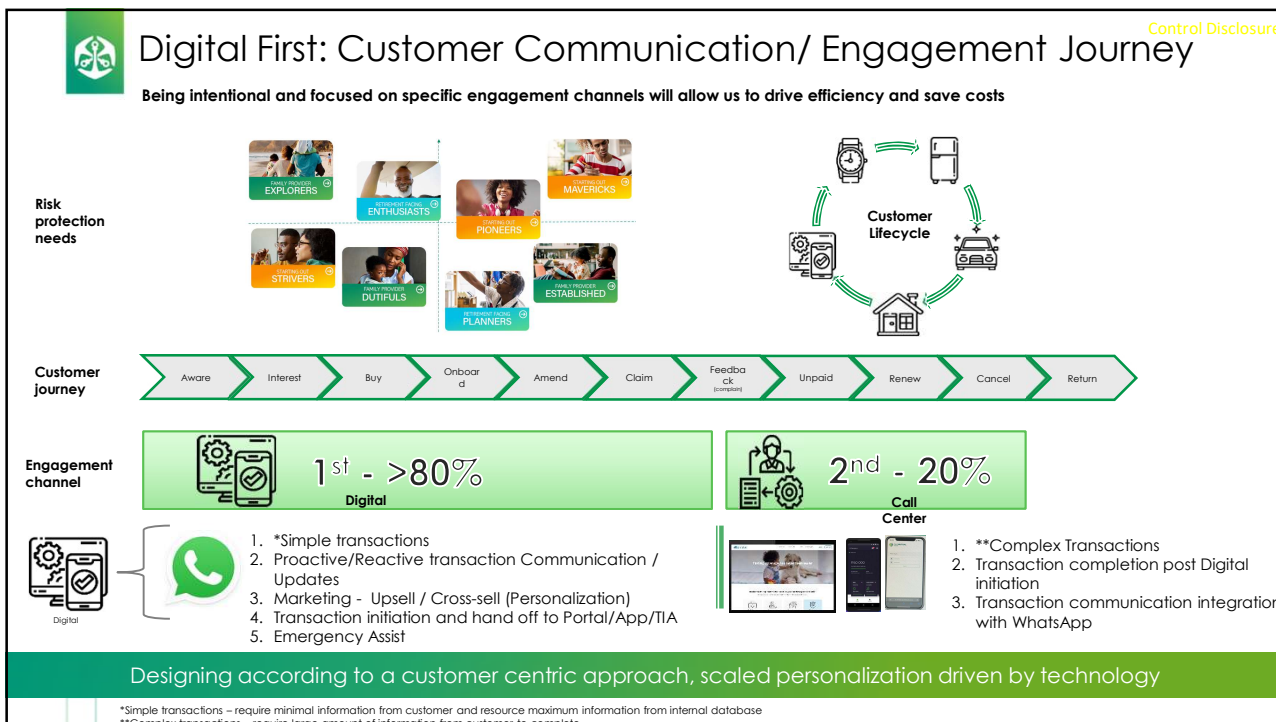
**Insights collected**

- 33% of customers had completed their retirement goals
- 39% of customers viewed assets of the portal

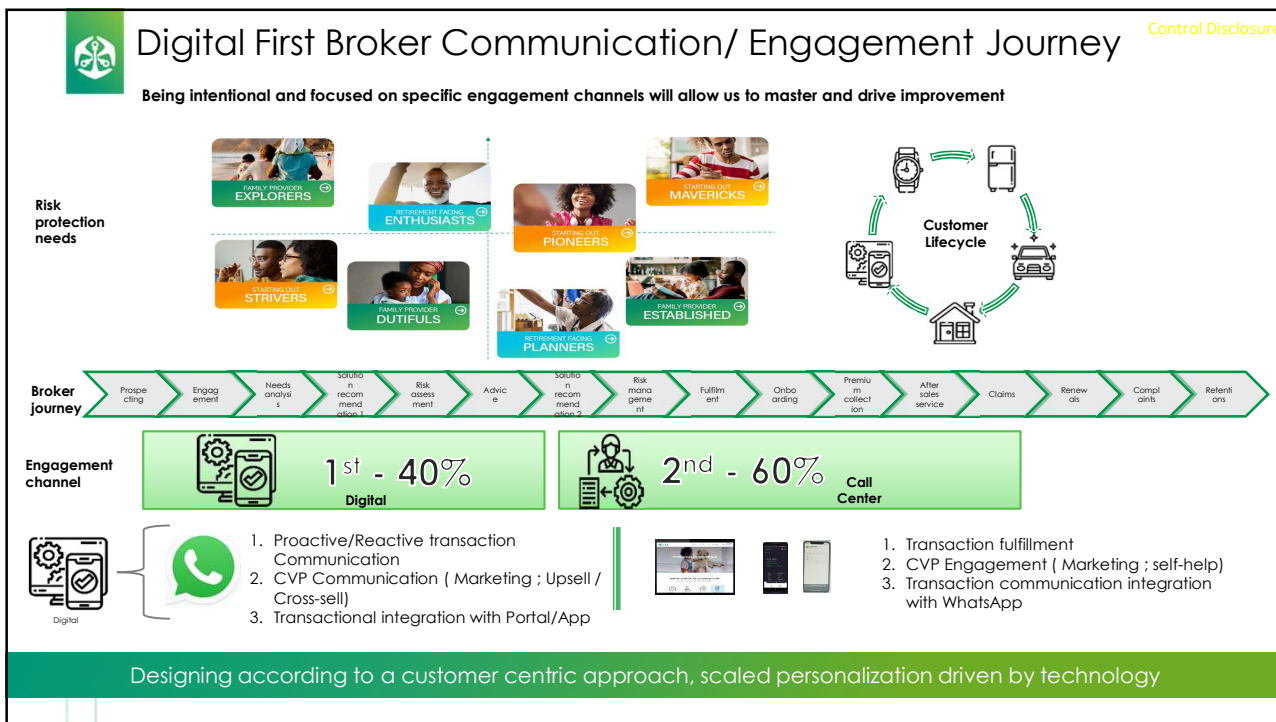
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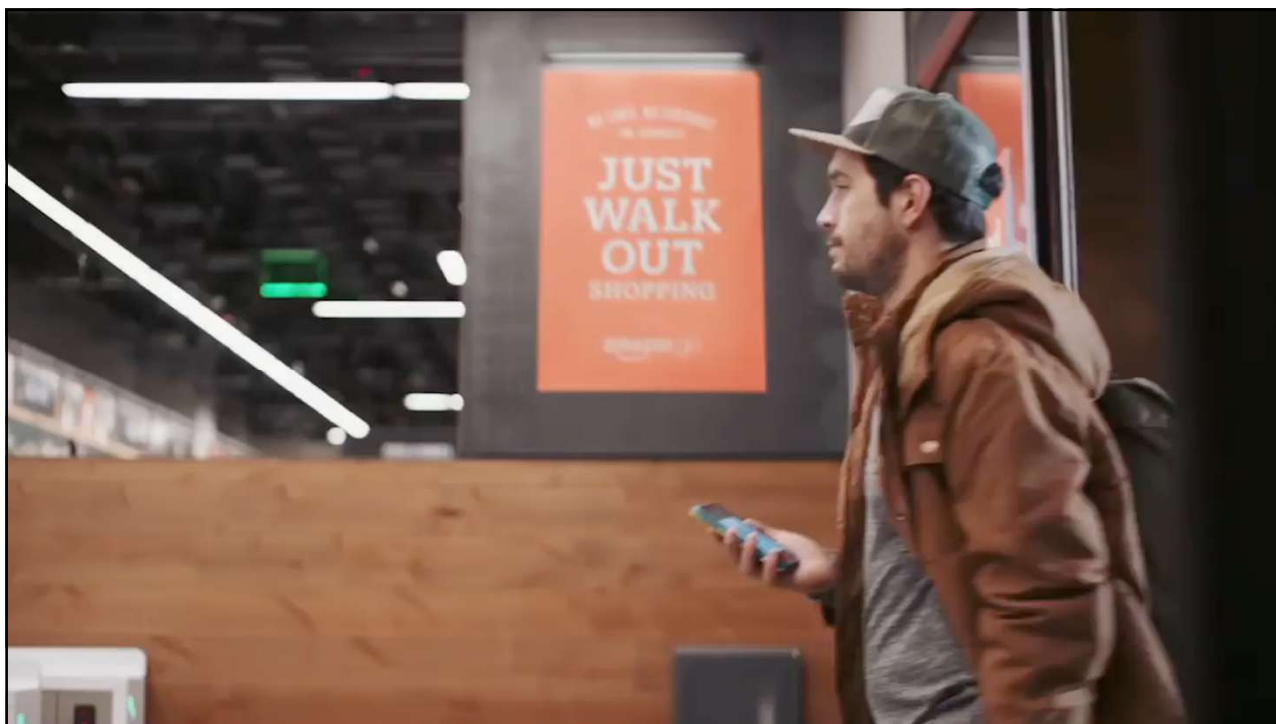
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12



13



14

