

# **Underwriting, Broking and Claims All on a Digital Evolution Journey?**

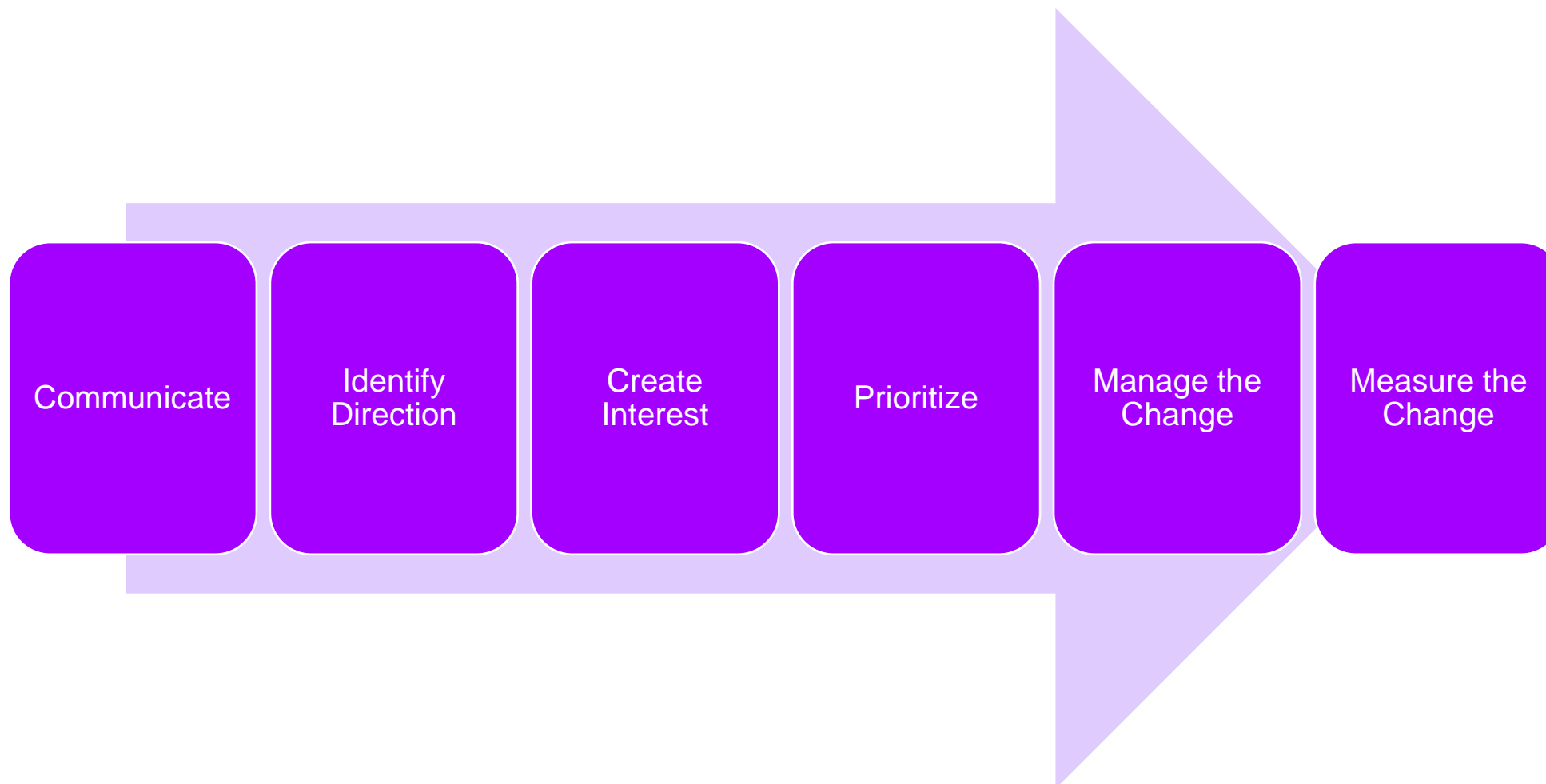
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## What is the Digital Evolutionary Journey?

Digital Evolution is an alternative to the potentially high-risk strategic transformation, and the limited potential of tactical automation.

Through utilising existing tactical automations and business systems as the foundations for a digital future, Digital Evolution enables the creation of an agile transformation strategy.

# What are the steps to Digital Evolution?

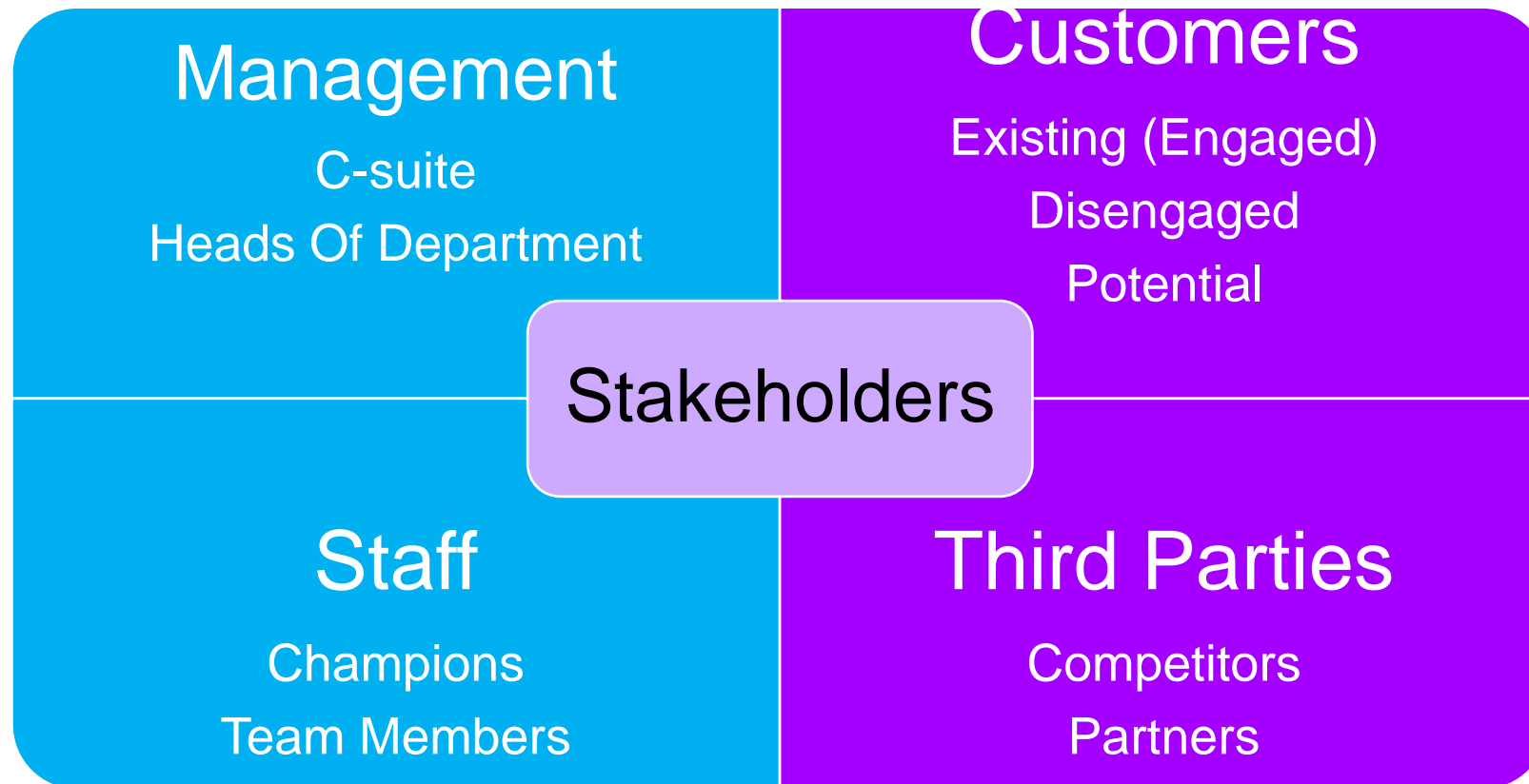


# Communicate

The first step is to **talk to people** and, more importantly, to **listen** to people.

**Gather evidence** about the changes people require you'll not only capture the information needed to inform your strategy

Prepare the **foundations** for organisation-wide buy-in to your digital initiatives.



# Identify Direction

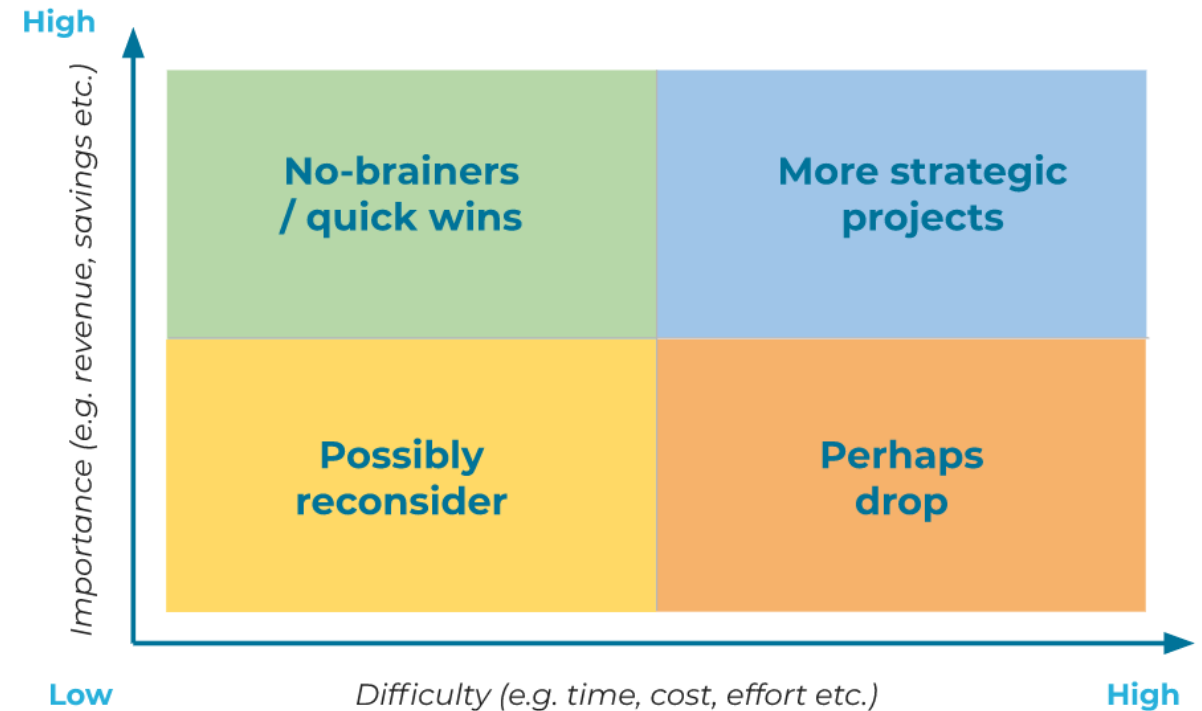
- Although there are many ways to communicate the direction of your digital evolution, the most tried and test is the difference between the “**As is**” you have the “**To be**” you want
- This is the time to be **really honest** – you must understand your **strengths and weaknesses**, before defining the desired state you’re aiming to reach.
- This process is crucial as it enables the team to have a **common understanding** of the direction and where you are coming from. You will also be able to **create meaningful goals, objectives and metrics** that you will be able to measure later to confirm success.

# Create Interest

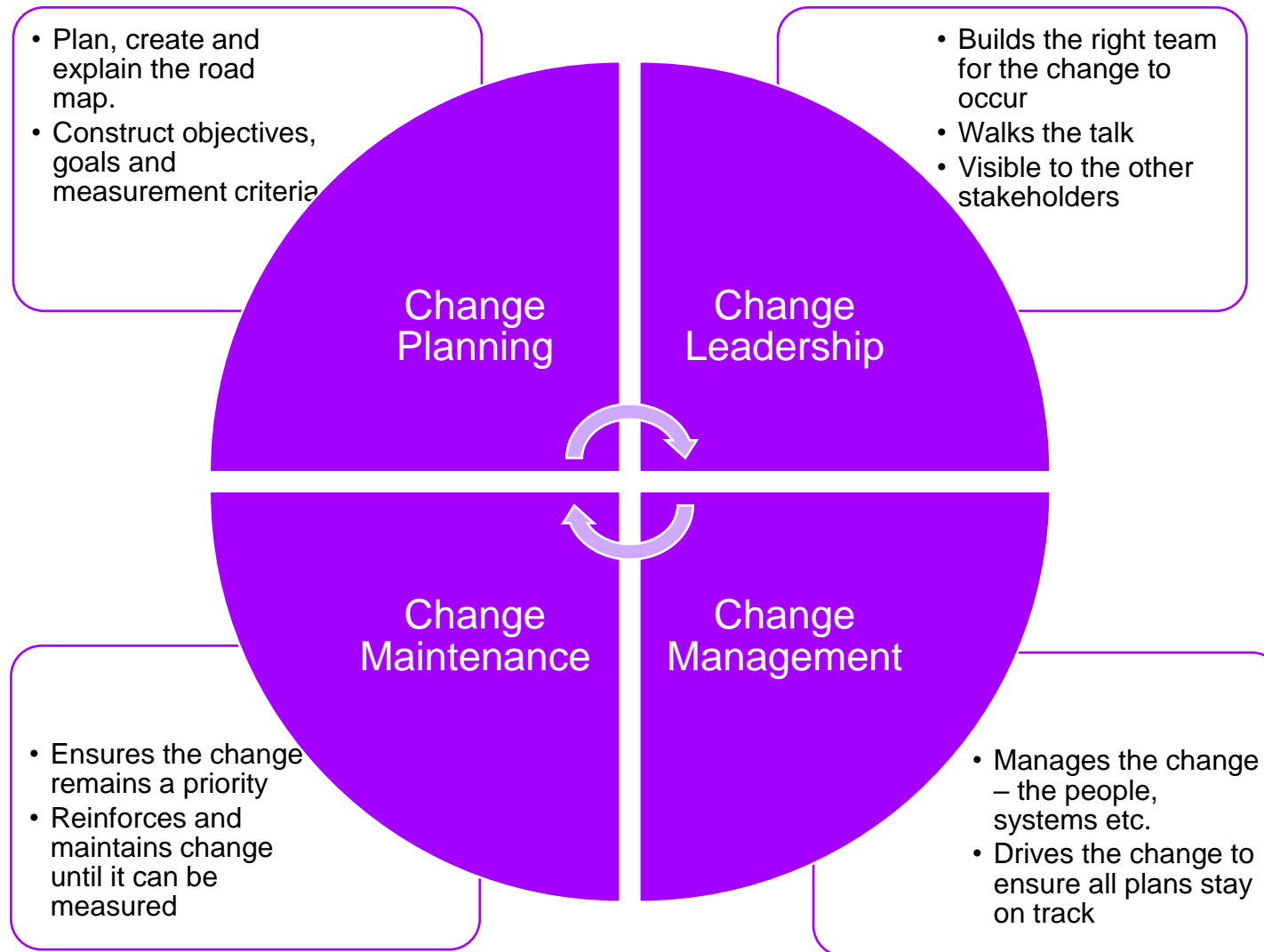
- Building interest and a '**Buzz**' for your digital initiatives is crucial to ensure they're sustainable for the long-term, particularly as we look to move away from the emergency mode of the pandemic.
- This can be a challenge with some many people still working at home or on Hybrid models. Successful teams will still be able to **create the right interest level in the new world** but it has to have the right level of attention to work.
- A great way to help success happen is to find '**champions**' to lead your change **across every level of your organisation**, from leadership support to those on the ground who can report the day-to-day successes and build a case for others to follow.

# Prioritise

- Do you have an unlimited budget?
- Unlimited time?
- If so this is not an issue, but for the rest of us...
- All companies need to prioritise the tasks in the most pragmatic way. Again be Honest! What can we do? What can't we do? Where do we need help? - even if that means outside the organisation.
- Stephen Covey – **“The Key is not to Prioritise what's on your schedule, but to schedule your priorities.”**



# Manage the Change



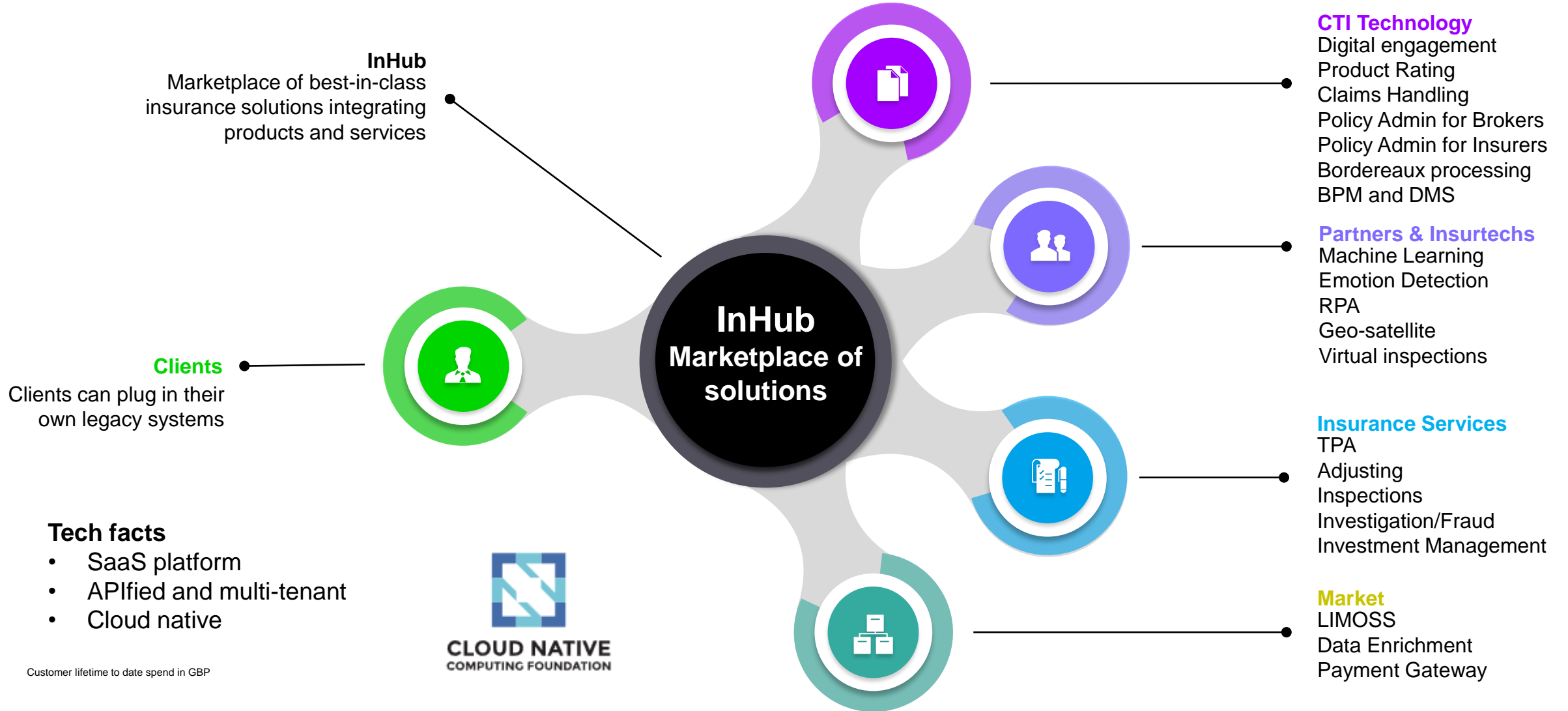


# Measure the Change

- Critically question to ask your selves...
- “How you know when you’ve **‘finished’** with your digital evolution?”.
- Measuring the impact of your changes is key here, using the goals and KPIs you set in the earlier stages of your journey, and you should be **measuring regularly as part of an iterative and incremental approach.**



# What is InHub?

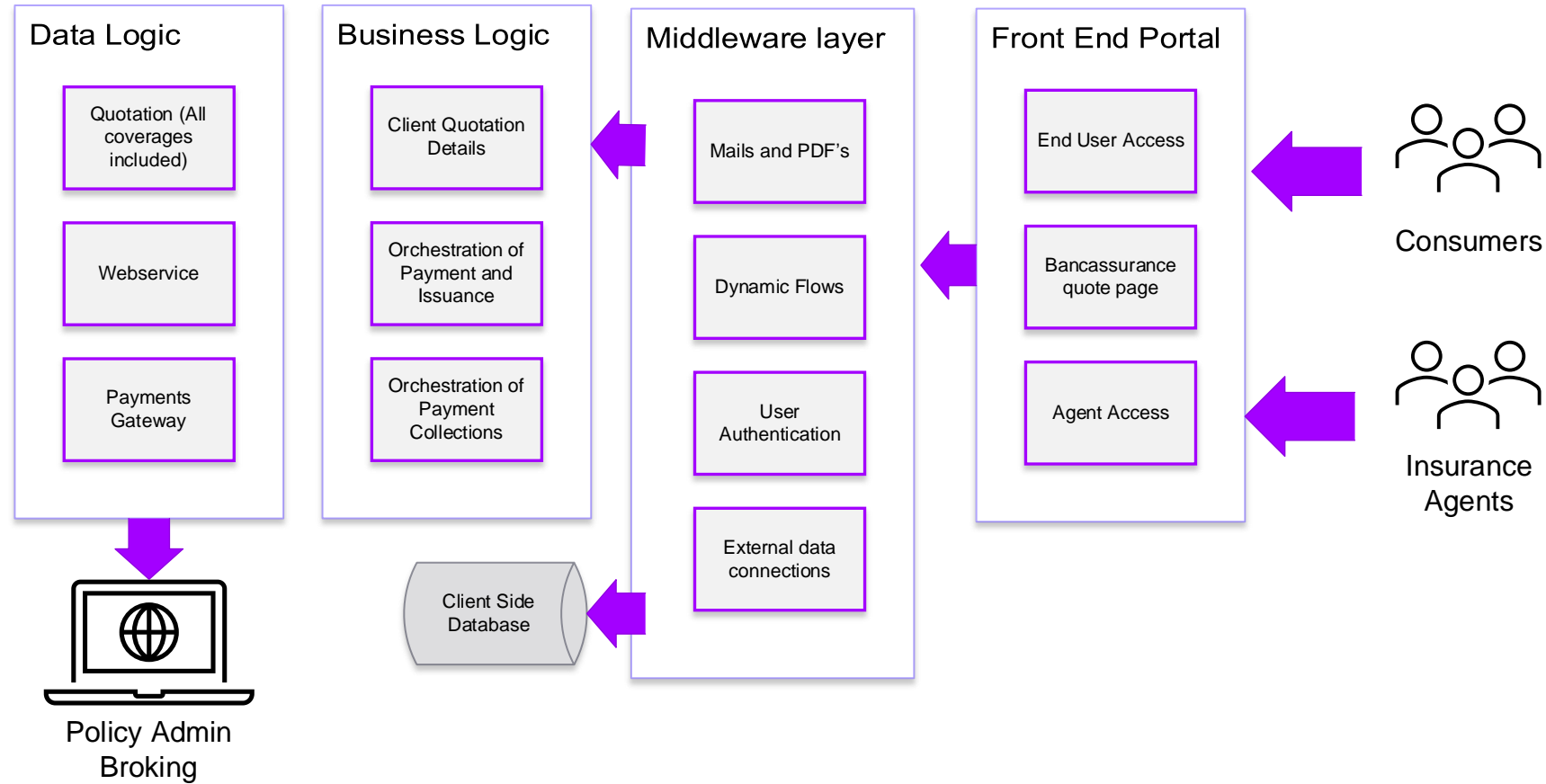


# Underwriting Example – QR codes for Health Insurance Emerging markets



- Policy details created within SaaS platform – QR Code generated
- In the event of a claim the QR code can be scanned at the local medical centre
- If the value is within limit treatment can be given immediately and zero touch needed from Claims handlers.
- More complex cases can still be handled if needed but the key is keeping the costs low

# Broking Example - Bancassurance



# Claims Example

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## InHub Demo Videos

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