



# msg.Online Insure goes robo-advice

New market potential for insurers with digital customer engagement

The life insurance market is currently undergoing a level of transformation not seen in decades. In particular, low interest rates and digitalisation are driving massive changes to the business model. With these changes come a number of new demands.

## The age of the customer has begun

Customers are spending more and more of their lives online and expect insurers to provide modern, comprehensive internet services, such as digital channels, quick turnaround times and transparency when it comes to policy details and statuses – round the clock. At the same time, insurers are facing high cost pressure and are at risk of losing ground through their customer interfaces.

## A platform for individual pensions and retirement planning

In response to the changing requirements of digital customers, msg life and Fincite have developed a cutting-edge solution for the insurance industry based on msg.Online Insure: a platform for individual pensions and retirement planning. The solution demonstrates how customer self-service, digital consultation and digital asset management can be combined to form a distinctive customer experience and unique services.

## **msg.Online Insure – Strong customer retention in the digital age**

The customer self-service portal msg.Online Insure provides digital services to give customers maximum flexibility: insurance customers and sales partners can manage almost every aspect of their policies independently with msg.Online Insure. The end customer is no longer a passive recipient, but rather an active partner who can initiate numerous business processes independently at any time of the day.

With msg.Online Insure, insurers can impress customers with a rapid, simple and positive customer journey across all points of contact. This enables insurers to protect their customer interfaces against unwelcome competitors, improve their service and strengthen their customer relationships. Additionally, platforms significantly lower personnel and administrative costs with their extensive self-service features. This is because processes are almost entirely digital, making it possible to automate them to a great extent.

## **New market potential for life insurers**

In light of the growing proportion of market-based life insurance products, digital investment advice and asset management is growing in significance. This has been taken into account during the development of msg.Online Insure. With the integration of the platform Fincite.Core, end customers are able to analyse, monitor and optimise their existing portfolios and pension plans.

The combination of customer portal and digital investment advisor provides insurers with enormous opportunities to cut costs and increase efficiency. It also creates new potential for cross-selling and upselling.



## **The future of insurance: Combining traditional business with digital customer engagement**



### **TRANSPARENCY**

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Complete information on policy details and statuses; real-time responses to policy changes



### **CUSTOM PENSION PLAN SOLUTIONS**

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Continuous notification of progress towards pension targets and personalisation in self-service

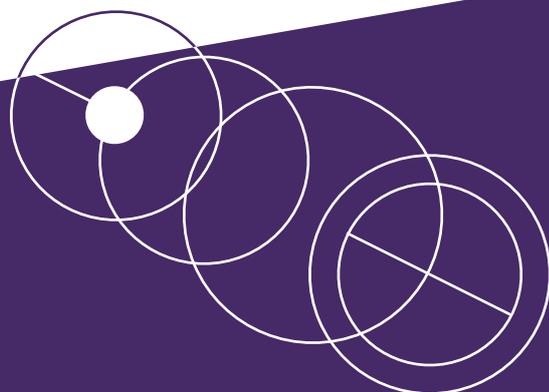
# Having the customer at the centre of digital transformation guarantees its success

## Fincite.Core – A toolkit for digital asset & wealth management

Fincite.Core is a modular software that provides banks, asset managers and insurance companies with the means to build their own digital asset management solutions. Based on APIs, Core enables customers to connect bank account and deposit data to provide them with digital financial services. Combined with state-of-the-art financial algorithms, the client receives individual recommendations matching his individual profile. Also, insurance customers are looking for digital channels to financial products, expect tailored solutions and never want to lose track of their progress towards targets on any device.

## The road towards individual pensions and retirement planning

Based upon the customer engagement within msg.Online Insure, algorithms provide an allocation in line with the product galaxy of the insurer, the investment profile and insurance status of the customer and the criteria of the Markets in Financial Instruments Directive (MiFID). Based on that information, the algorithms of the robo-advisor calculate an optimised allocation of capital assets and provide insights back to the customer within the environment of msg.Online Insure.



### IMPROVED CUSTOMER SERVICE

24/7 availability anywhere and on any device for convenient, secure self-service



### CUSTOMER INTERFACE

Strong customer retention with closer customer relations and an impressive customer experience



### COST REDUCTION

The automation and outsourcing of processes to end customers combined with digital investment advice lower back-office costs



### POTENTIAL FOR CROSS AND UPSELLING

A personal approach to the customer throughout the entire life cycle, easier attraction of new customers with digital channels based on a customer's requirements

# msg.Insurance Suite - a complete solution for fully digitalised insurance business

msg.Insurance Suite offers your company a comprehensive solution platform for all functions and analysis tools necessary for back and front office aspects of insurance. Our innovative, component-based solution enables end-to-end digitalisation of business processes across all components. msg.Insurance Suite sets leading standards for the industry and, at the same time, is individually customised to your requirements.

The solution consists of independent and preconfigured standard software components that can be used individually or in any combination, and can also be perfectly integrated into the IT landscape of your company. Uniform cross-components can be used across all segments, resulting in significant cost advantages and lower company

expenses relating to implementation and long-term release maintenance. Single subcomponents and services with a high degree of preconfiguration round off the offering – flexibly and individually.

## Future-proof

msg.Insurance Suite fulfils all the strategic requirements of a future-proof application landscape. The included portal solutions have been created using responsive design and are therefore optimised for all mobile end devices. msg.Insurance Suite thus paves your way to the digital side of the insurance business.

## Partnering for your success

msg life is a leading provider of software, consulting and cloud solutions for insurers.

Fincite is a leading European software provider for digital asset & wealth management.



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