



# msg.Online Insure

Successful customer life-cycle management for insurers

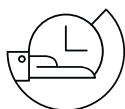
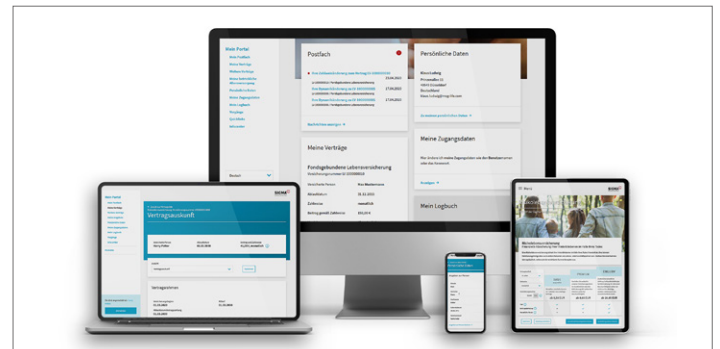


## Putting the customer at the forefront

Today, insurance customers expect the same speed and service quality from an insurer as they do from digital players like Amazon. The customer engagement platform msg.Online Insure maps all sales and policy processes digitally across the entire customer life cycle. Numerous self-services and high back-end integration allow for seamless end-to-end communication and a digital customer experience that is always relevant and exciting.

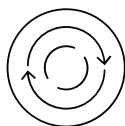
## Systematic lead generation

Insurers can complete their entire sales process – from generating a quotation, processing applications and pricing to issuing the policy – fully automatically and digitally with msg.Online Insure, which brings together all sales and service channels to support systematic lead generation. The hybrid customer can seamlessly transition between digital and analogue channels. Business users generate individual cross-sector products and product packages for personalised customer offers.



### MEETING CUSTOMERS' EXPECTATIONS

- Modern, intuitive user navigation at all times, for all questions and via the channel of choice (even via conversational AI)
- Offers tailored precisely to the customer and complete information on policy details and customer information
- Flexibility and convenience thanks to online self-services with direct and quick reactions



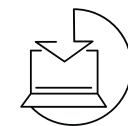
### LOWER COSTS WITH AUTOMATION

- Navigate users and turn them into active partners using online self-services
- Cross-sector access to all policies and services with communication via digital inbox
- Using validated and structured data, intelligent engagement processes ensure a high level of automation of business transactions, thus reducing costs



### MORE BUSINESS WITH NEW AND EXISTING CUSTOMERS

- Improve competitiveness with faster times to market for new products and services
- Tap the potential of cross- and upselling with predictive analytics and more relevant offers
- Address new target groups with personalised and flexible offers via digital channels (social media etc.)



### STANDARD SOFTWARE OFFERS SECURITY OF INVESTMENT

- Use the services of msg.Life Factory and components of msg.Insurance Suite as standard
- Use the open architecture to dock with existing policy administration systems
- Seamlessly connect to digital ecosystems based on the SDA service platform
- Headless integration in existing websites and customer portals



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