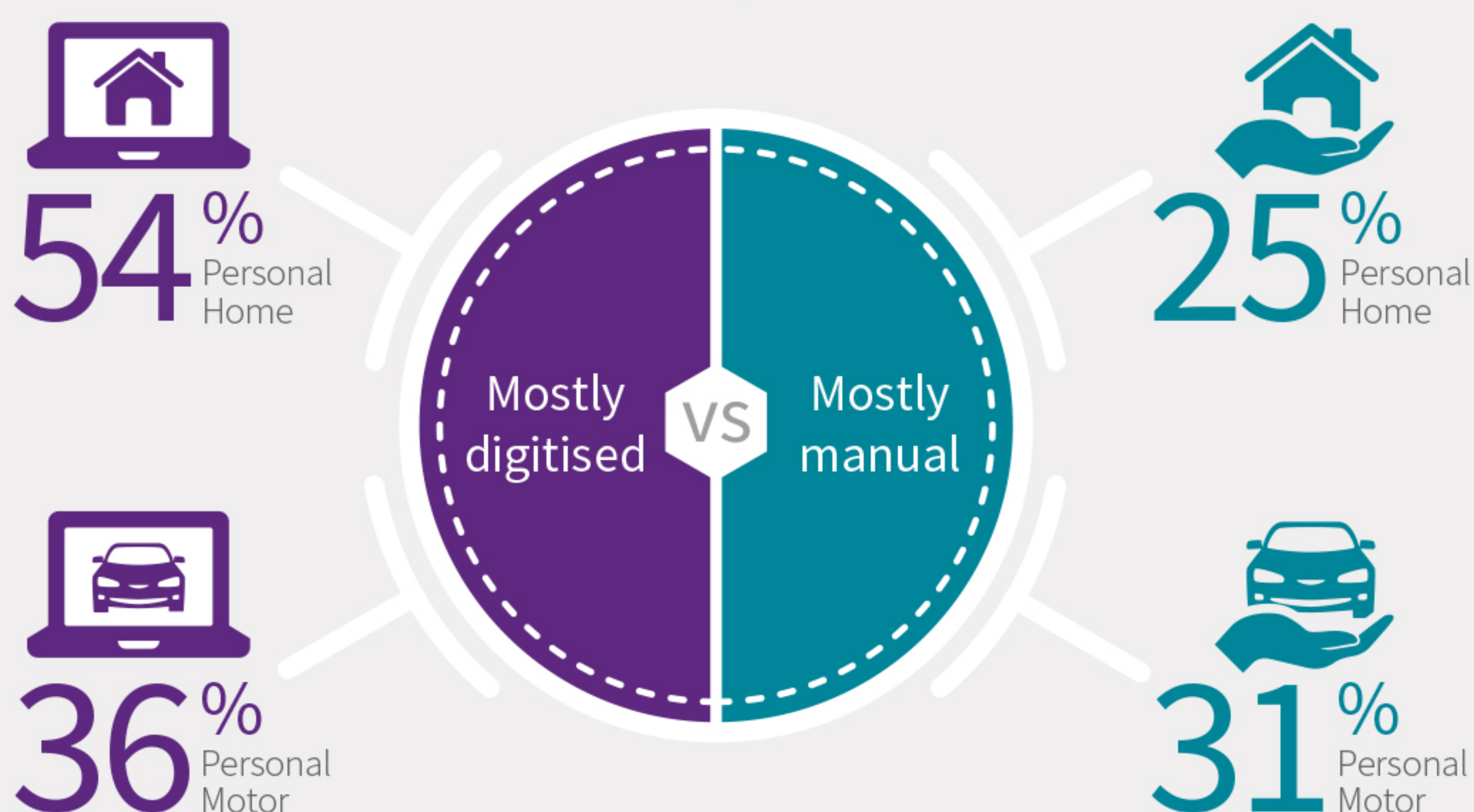


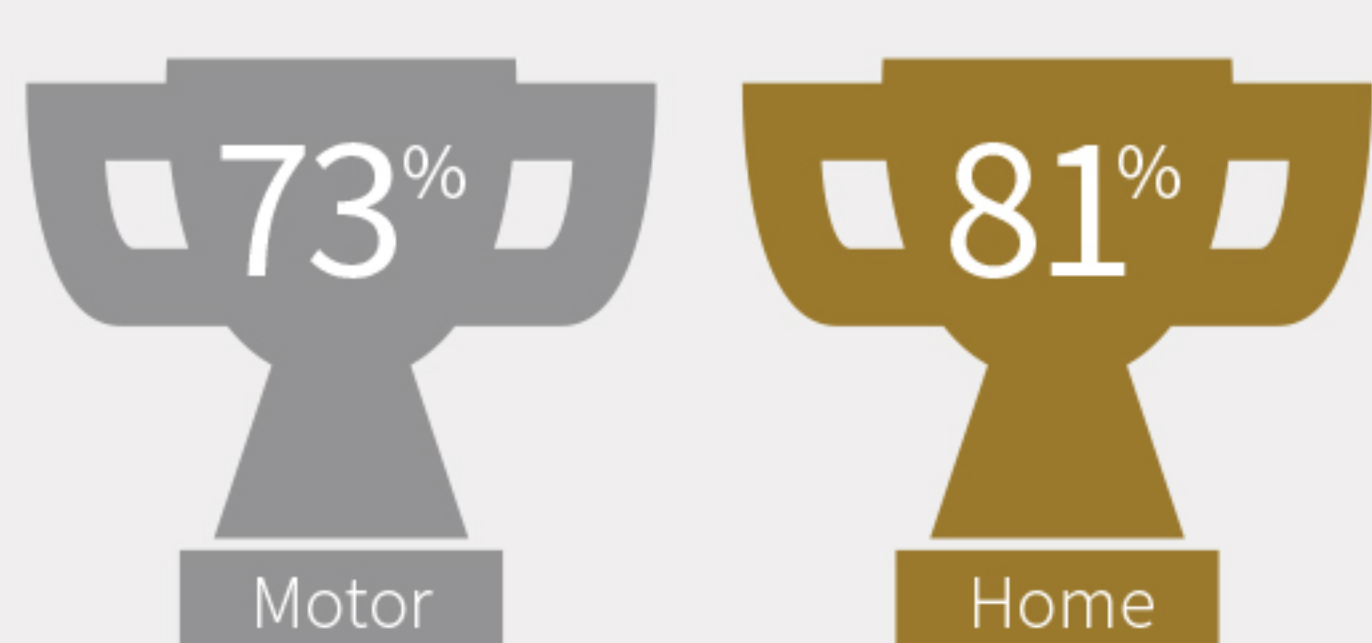
Defining a digital strategy

Fit for purpose or lagging behind the competitive times?

How UK insurers are digitised today



Quoting lags Application digitisation



both Motor and Home insurers scored the Application process the highest, as currently all or mostly digitised

Quoting scored the lowest with only 31% of Motor and



29% of Home insurers viewing this process as all or mostly digitised

Majority of UK insurers plan to digitise further



Most UK insurers think they rank ahead of competitors



Vast majority of UK insurers see value in digitisation



71% of Motor insurers & 61% of Home insurers think digitisation is valuable for underwriting and the insurance industry

Opening doors to new opportunities

35% of Motor Insurers see improved speed to market as the best opportunity digitisation offers them



46% of Home Insurers see the ability to price policies more accurately as the biggest opportunity in digitisation