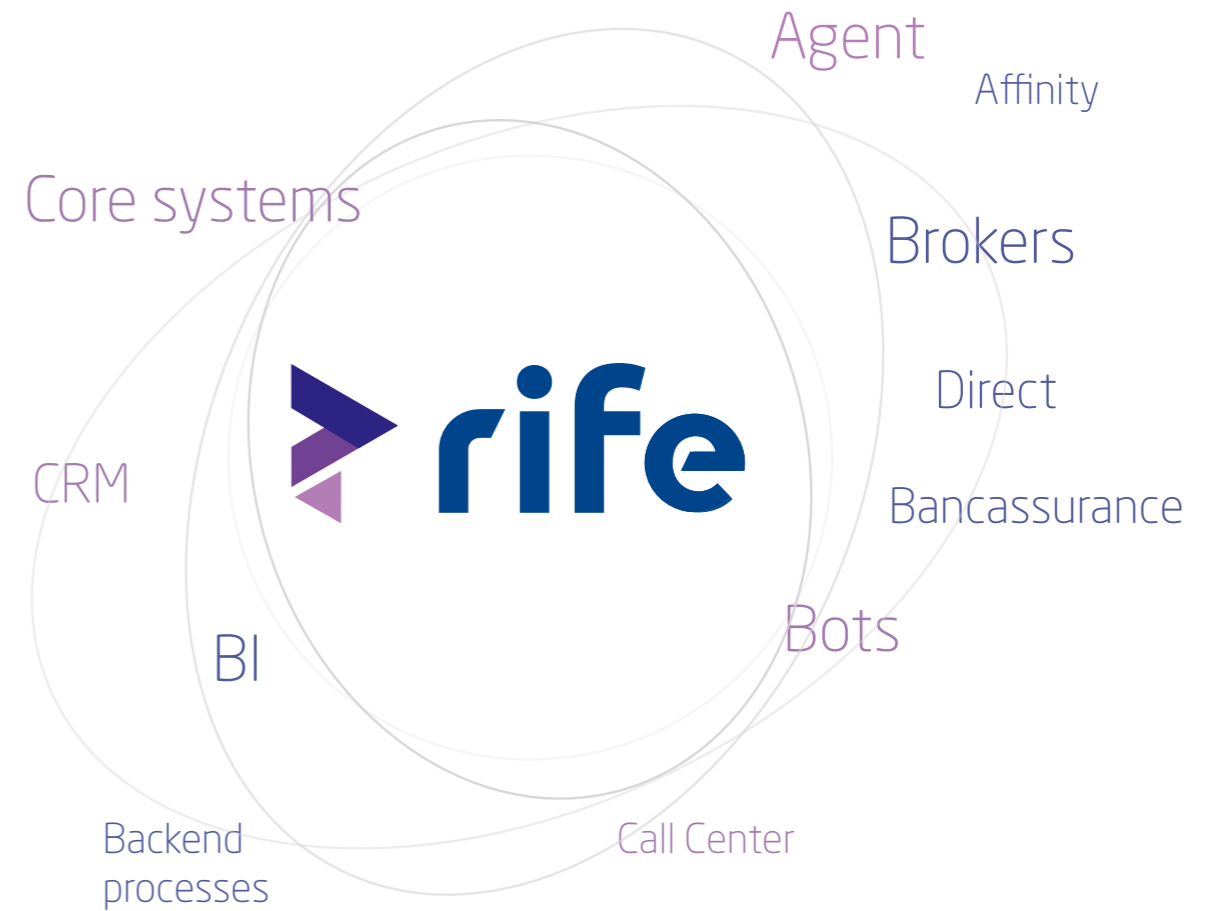


RIFE - Digital Omnichannel Platform

Leaders do not follow they create



Introduce your **omnichannel strategy** and deliver personalised customer journey to **boost** your sales revenue and become a **digital leader** on the market.



RIFE is designed to orchestrate a multitouchpoint omnichannel insurance experience, where your customers may easily:

- Buy an insurance product
- Register a claim
- Modify policies
- Buy a bundled offer and insurance package
- Renew a policy

All in line with customers' needs and preferences



**Turn your
business
ideas into
reality**

With RIFE

you will unleash the potential of
digital insurance opportunities:

**1. INTEGRATE CHANNELS
& PLATFORMS**

**2. RUN & MODIFY
PRODUCTS**

**3. CREATE PERSONALISED
SALES EXPERIENCE**

4. INCUBATE & ROLL-OUT

1. Integrate different channels and touchpoints

to deliver a seamless customer journey

You may unleash omnichannel potential to connect several customer touchpoints. Your customers will pay you back for the opportunity to seamlessly travel between preferred touchpoints.

REMEMBERED CUSTOMER CONTEXT

PERSONALISED EXPERIENCE

NBA RECOMMENDATIONS



AGENT/BROKER



INSURANCE PROTECTION



DESKTOP/MOBILE



CALL CENTER

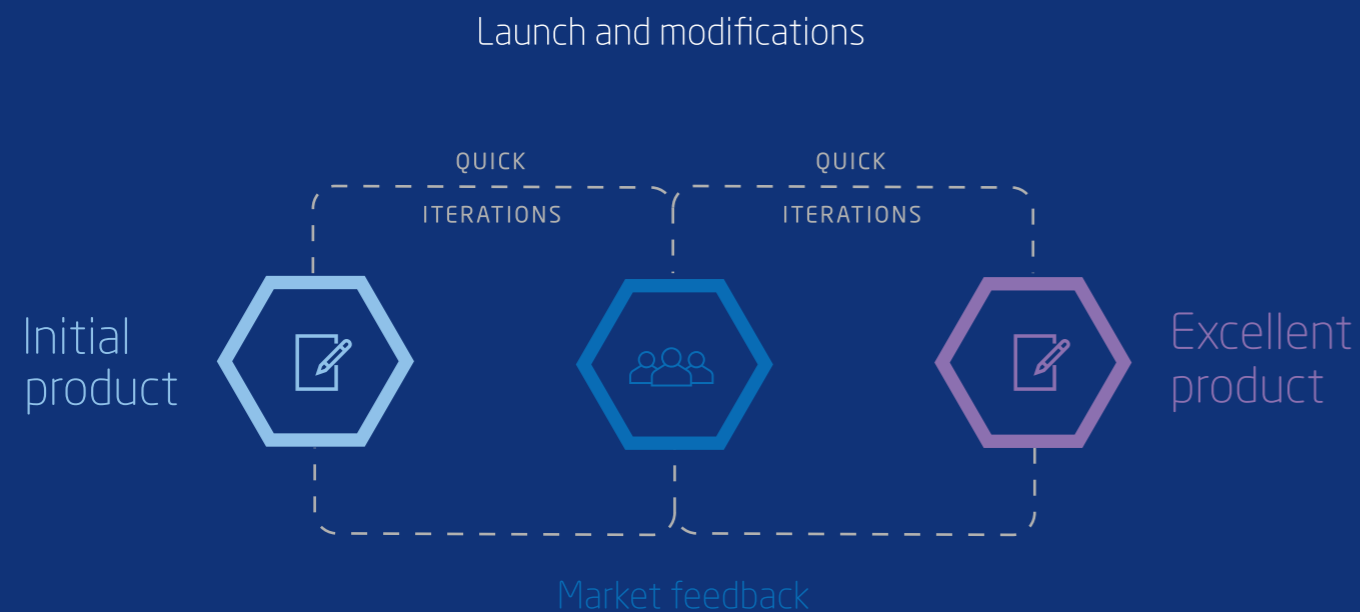
Smooth customer journey between touchpoints

RIFE enables it by contextual "memory" of the customer, throughout different touchpoints. Customer may start and end his/her journey at any touchpoint and time. The offer and the data will always follow the journey.

2. Run and modify your insurance products in weeks

instead of months

Ready-to-use libraries allow for quick and easy product sales enablement in different customer touchpoints. Predefined components make product creation and modification easy and pleasant. We follow up-to-date UX standards and best practices to deliver excellent design and usability, customised to our client's branding and functional requirements.



Quick time-2-market speeds up your learning curve to achieve above-average results

Easy reuse of components makes product enablement to your business partners much faster (new sales channels, branches, banks and affinity). RIFE gives you the possibility to quickly embed your insurance offering into different ecosystems.

RIFE ENABLES IT THROUGH

- Redefined libraries of layouts, widgets, validations, functions
- Easy sales structure management
- “Copy-paste-customise” functionalities for products and complete sales journeys



3. Create a personalised sales experience

to maximise customer satisfaction and revenue

RIFE lets you create tailored offers based on customer characteristics, automatically differentiating presented variants for different customer segments.

"I want to assure the highest level of protection for my family during vacations"

ANNA

A wealthy mother in a 4-member family, prefers to have comprehensive protection

+ recommended x-sell

- Car insurance for the duration of the trip
- Movables cover for the duration of the trip



"I need a less expensive but good enough medical cost insurance during my trip"

MARK

A graduate, starting his first serious job soon, wants to impress his girlfriend how responsible he is

+ recommended x-sell

- Travel insurance for his girlfriend
- Tablet insurance for the duration of the trip

Real revenue-boosting power will be unleashed with RIFE advanced X-sell capabilities. The recommendation engine automatically suggests different x-sell options for different customer segments, **maximising customer satisfaction and conversion rate.**

Finally, you may differentiate user interface for different customer segments in a direct sales channel and easily test it using A/B testing...

...to achieve higher conversion rates.

RIFE ENABLES IT THROUGH

- Easy design of multiple sales journey for different customer segments, placing different products and variants for different customers.
- Built-in recommendation engine where your business team may define multiple rules for different contexts and segments. Recommendation engine may be also enriched with machine learning functionalities to consume your company analytical capabilities in sales operations.
- Interface versions management enhanced with built-in A/B testing capabilities and conversion optimiser.

"I like clear and minimalistic form"



ANNA

Assigned to a clear, minimalistic view

"I play a lot of video games and got used to dynamic screens full of videos"



MARK

Assigned to a video-based, dynamic view

4. Incubate and roll-out

RIFE may also store policy data on its own, ready to be transferred to a core system. Therefore, you can easily run and test new products without waiting for development in core systems.



RIFE ENABLES IT THROUGH

- Built-in "mini-core" functionality
- Multi-core system architecture

RIFE smoothly integrates with several core systems to exchange data online or offline (depending on the client requirements).

New product ideas

- P1
- P2
- P3
- P4

Verified products



RIFE also delivers:

- Low-code custom business logic
 - Multilanguage and multicurrency configuration
 - Cloud-ready architecture
 - GDPR compliance
 - Document generation
 - Input error prevention
 - RWD
 - Multiple payment types
- ... and many other functionalities

Request a demo to find out more:
contact.rife@sollers.eu

**If you would like
to learn more,
please contact:**

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SOLLERS CONSULTING IS

a multinational digitalisation partner of the financial and insurance industry. Sollers Consulting supports insurers in Germany, UK, Scandinavia, Poland and many other countries in Europe, Asia and the Americas. In its offices in Poland, Germany, Denmark and Japan Sollers Consulting employs about 600 business and IT professionals. Its teams have supported over 70 financial groups in enhancing their digital capabilities. Among the companies partnering with Sollers Consulting are Allianz, Axa, LV=, BNP Paribas Cardif, Basler, Generali, Zurich, Santander Consumer Bank, ING and many more. Sollers Consulting cooperates with more than 15 technology providers such as Guidewire Software, Tia Technology, Fadata, Oracle, AWS or Microsoft. Drawing from experience in the insurance and financial industry Sollers Consulting created RIFE - an omnichannel insurance platform. It enables an implementation of seamless, personalised customer journeys. It helps insurers and banks to implement and manage their omnichannel strategy at much lower cost.



by

