

Sollers Consulting for

# Digital insurance

**CUSTOMER EXPERIENCE:**

being where customers are  
with the offer they need

# Sollers Consulting offers top technology and expertise

which is vital for your digital success.

**We deliver RIFE** the best-in-class omnichannel digital platform for insurance and bancassurance which allows seamless personalised customer journeys.

Is there digital potential in your business and your team which is only waiting to be unleashed?

Does the lack of proper technology limit your opportunities to win new business?

Are you stuck between driving sales results and keeping costs down?



## Today

digitalisation is easier than you can imagine if you have an experienced **partner you can trust.**

The insurance business has reached the point where

# closing the digital gap is a must

The only things which really matter to customers are personalisation and simplicity. Increasing their satisfaction and responding to their needs is a key to success. Working on anything else before focusing on those two makes very little sense.

The future of insurance distribution and service lies in the e-commerce-like approach and is expressed through:

- a personalised customer journey
- a simple, cross-sell offer
- smart and assisted service,
- an ecosystem of multiple partners

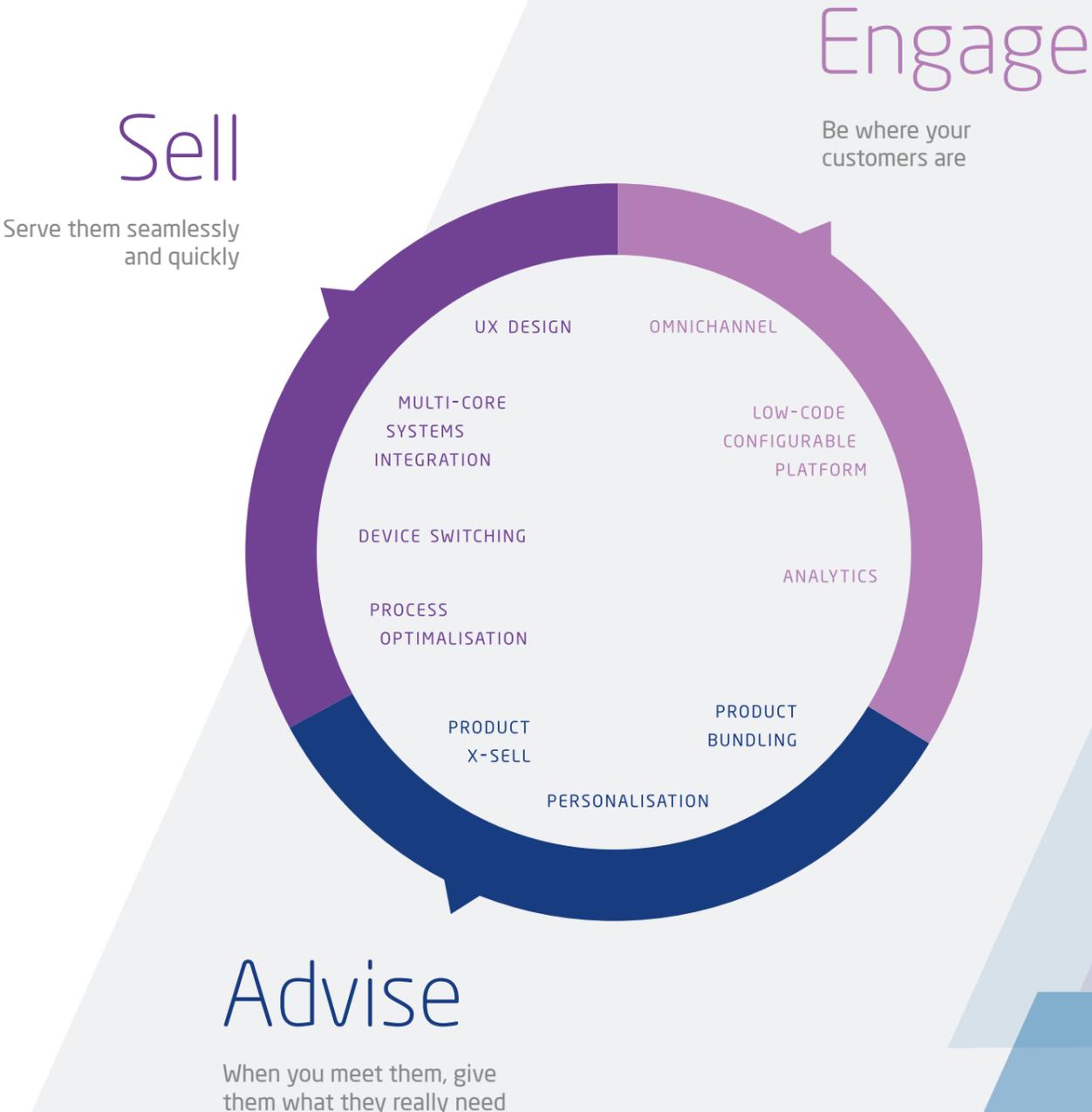
However, custom-made silo solutions increase time to market. Together with the lack of sufficient digital capabilities they are real pain points for Digital, Marketing and IT owners.

What is the result? / What does it lead to?  
The lack of flexibility and speed means losing revenues and not exploiting cost optimisation. Those who do not follow the trends, will stay behind digital leaders.

Insurers have to change the status quo through implementing a truly omnichannel solution.



Omnichannel platforms consist of many aspects but all in all they should allow to effectively **engage** the customer, **advise** him about the best offer and provide a smooth and easy **sales** process:



# Applying 20 years of experience in insurance

Sollers Consulting has created the next-generation platform to help insurers become digital leaders.

In order to engage future customers better, insurers must rely on integrated business processes based on excellent technology.

RIFE enables insurers to 'break' the silo approach and integrate business processes into a seamless, engaging and personalised customer journey.

Integrate everything you need in one digital platform:

- Manage products
- Improve x-sell
- Easily create bundle offers
- Design customer journeys
- Define dynamic business rules
- Consume advanced analytics, AI and Machine Learning opportunities



# We deliver:

## EASY CUSTOMER JOURNEYS MANAGEMENT

### AN INTEGRATED APPROACH

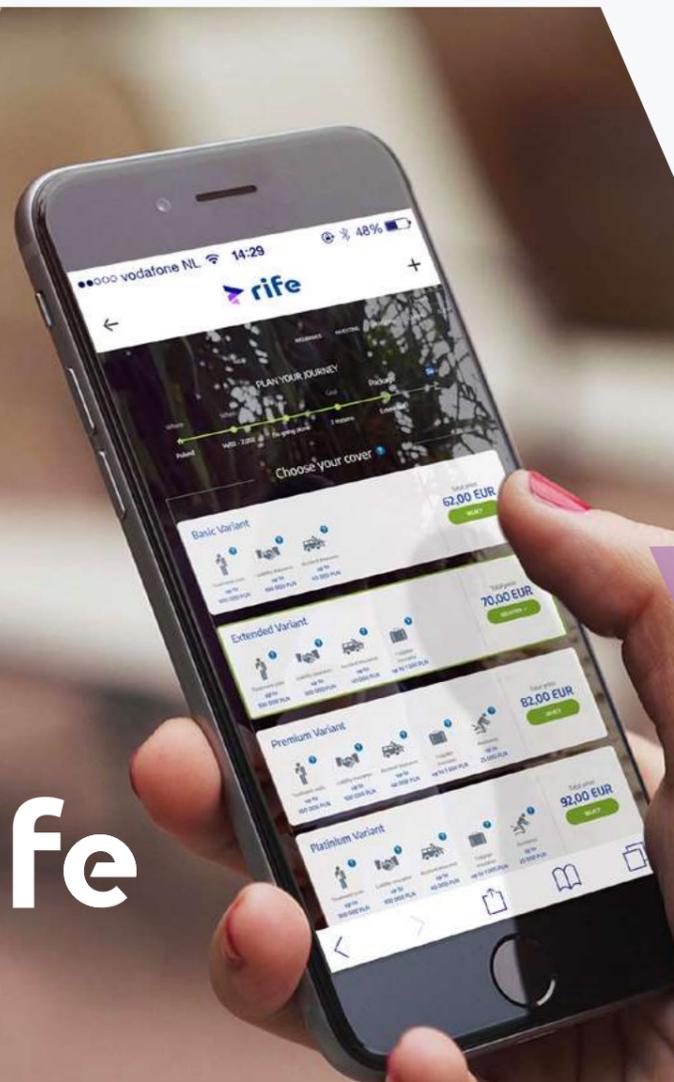
allowing you to use contextual data to set individual actions for every customer.

## A READY-TO-GO SOLUTION

allowing quick integration with different source systems (including insurance core systems).

## FUTURE-PROOF MODERN TECHNOLOGY

no vendor/technology lock making it easily adjustable



**All to create one coherent customer experience platform**

**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.

**If you would like  
to learn more,  
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