

Actuarieel Genootschap
Johan de Witt lezing
Utrecht, 14 december 2017

Staying Relevant

Ruud Kleynen



DIA ranked Hi There in the top 50 of best InsurTech companies around the world!

breakthrough

Almost every significant breakthrough in the field of scientific endeavor is first a break with tradition, with old ways of thinking, with old paradigms

Thomas Kuhn, The Structure of Scientific Revolution, 1962

the “Why” of insurance

The levels:

1. We want to live a happy life
2. Therefore we don't like financial loss
3. Insurance is a means of protection from financial loss
4. That's why there are insurance companies

staying relevant

- For insurance to remain relevant, it needs to rapidly move away from products and start with consumers
- We need insurance but that doesn't necessarily mean that we need an insurer

hello world, and Hi There!

Using technology to make insurance:

- affordable
- simple
- friendly
- accessible

for everyone around the world

insurance with a smile

- Change insurance from sad face into happy face
- Superb customer experience is the new benchmark

it's all about the customer

- Customers are the infrastructure
- Focus on customer service, branding, technology
- Make it simple

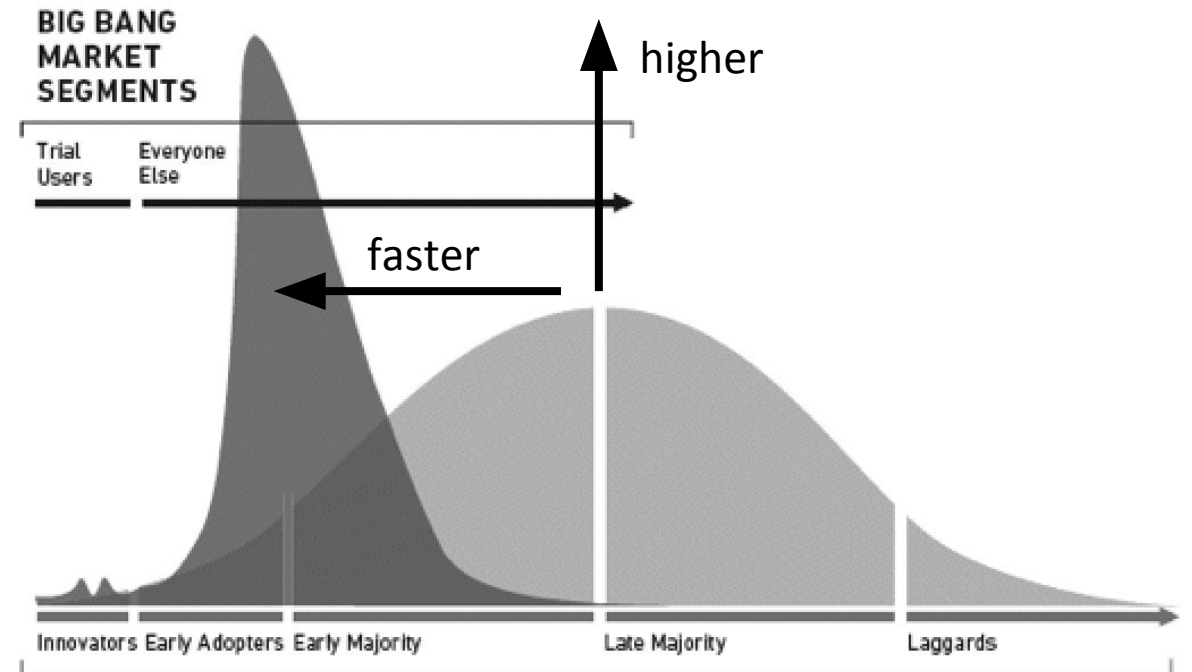
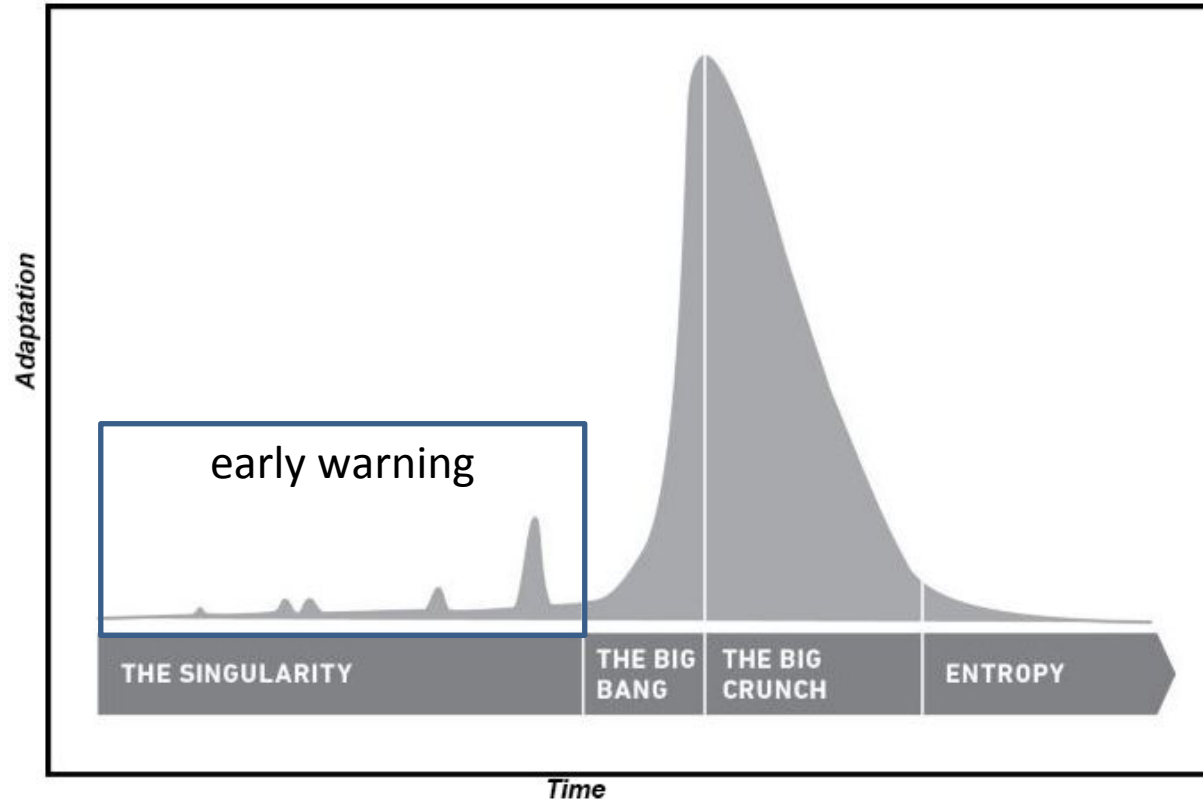
importance of design

- Convenience is the new customer loyalty
- Crucial to customer growth and engagement

what's next?

Integration into your life style

new business cycle



Larry Downes and Paul Nunes, Big Bang Disruption: Strategy in the Age of Devastating Innovation, 2014

new business cycle



new business cycle

- The benchmark is now network speed
- The new normal is:
 - extreme customer needs
 - extreme speed of change



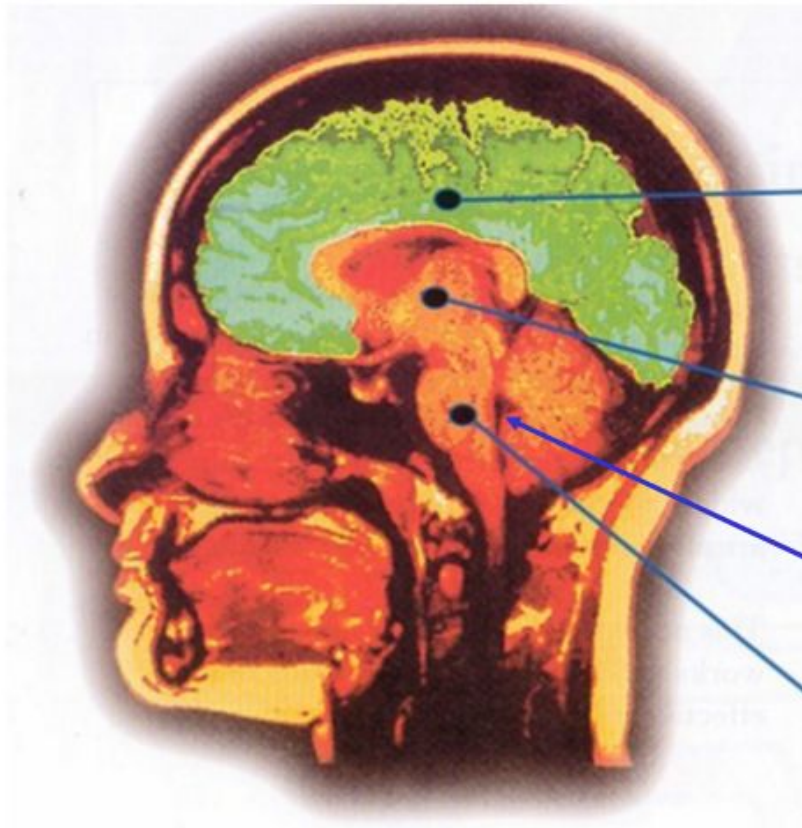
how we see things

Each of us tends to think we see things as they are, that we are *objective*. But that is not the case.

Stephen Covey, *The 7 Habits of Highly Effective People*, 2013

emotions run the business

We **think** we are thinking but we are **run** by emotions



Neo-Cortex

(Higher Order Thinking Skills)

Limbic System

(Emotions & Long Term Memory)

Cerebellum

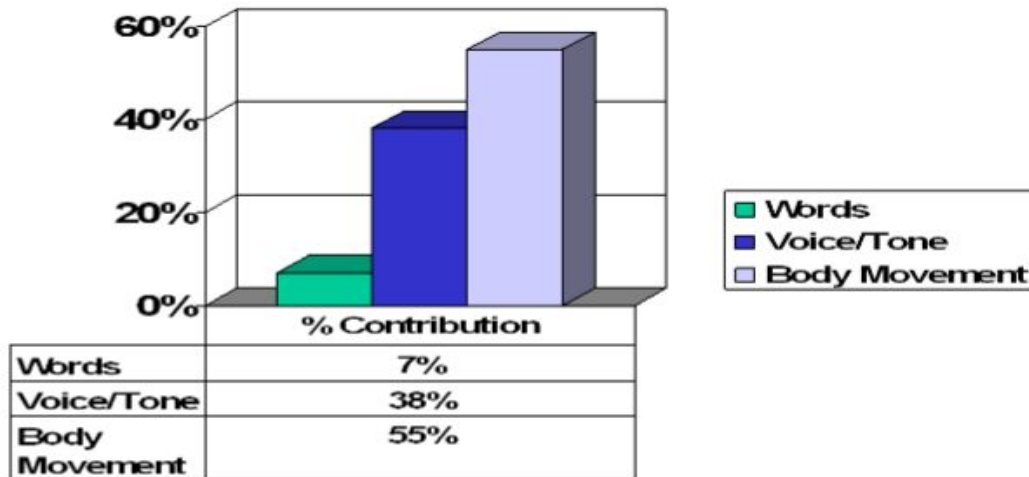
(Embedded Learning/Habits)

Brainstem (Reptilian)

(Fight, Flight or Freeze)

emotions run the business

Understanding Information



93% of understanding comes from
body language and expression

Albert Mehrabian

On average people remember:

- 20% of what they Read
- 30% of what they Hear
- 40% of what they See
- 50% of what they Say
- 60% of what they Do
- 90% of what they See, Hear, Say and Do

Rose, C. and Nicholl, M.J., Accelerated Learning for the 21st Century

customer in charge

There is no more
B2B or B2C.
It's H2H:
Human to Human.

Bryan Kramer # Substance

customer in charge

- each customer wants extreme simplicity
- each customer is a network connection
- customers are your sales and marketing
- customers are your infrastructure and resources
- customers want to be in control of the experience

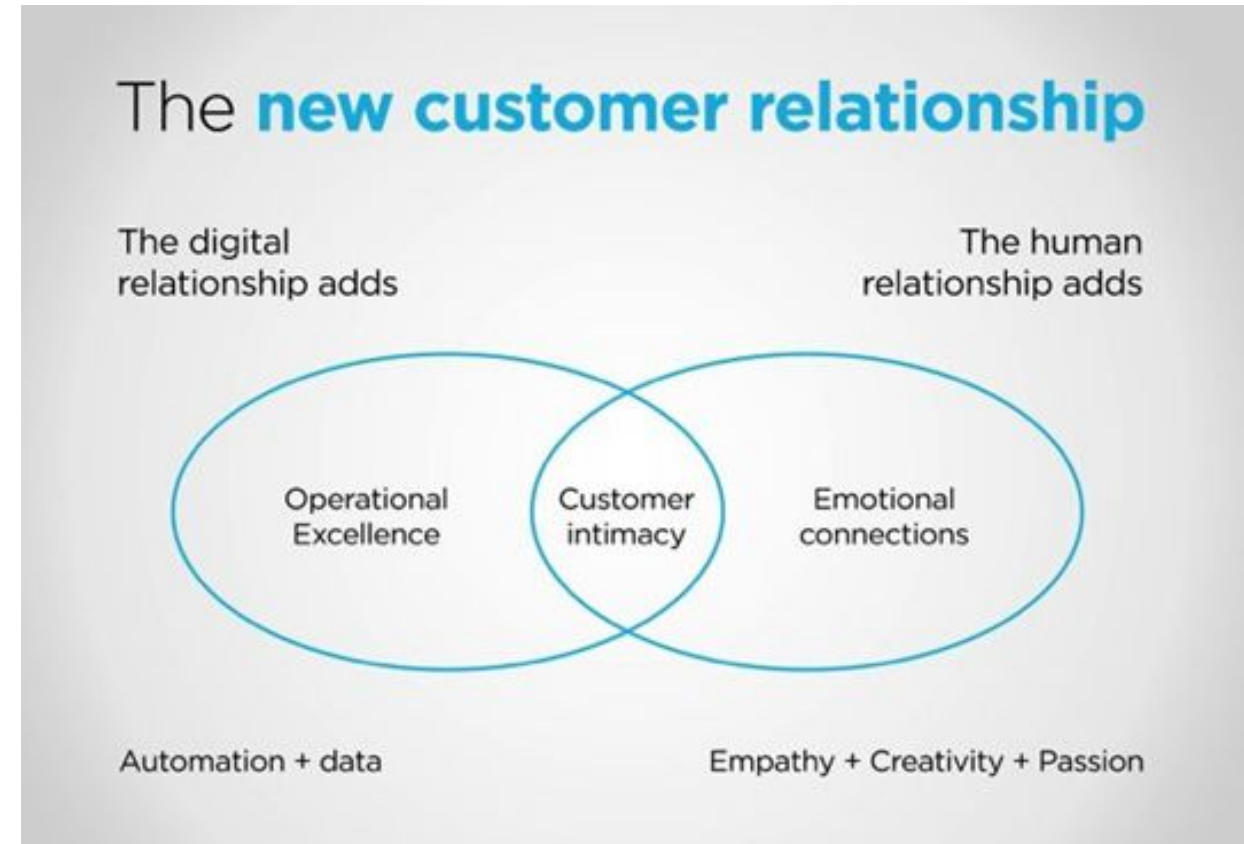
SO WE ARE CUSTOMER OBSESSED



customer in charge

- provide dynamic journeys
- create many touchpoints
- listen passionately

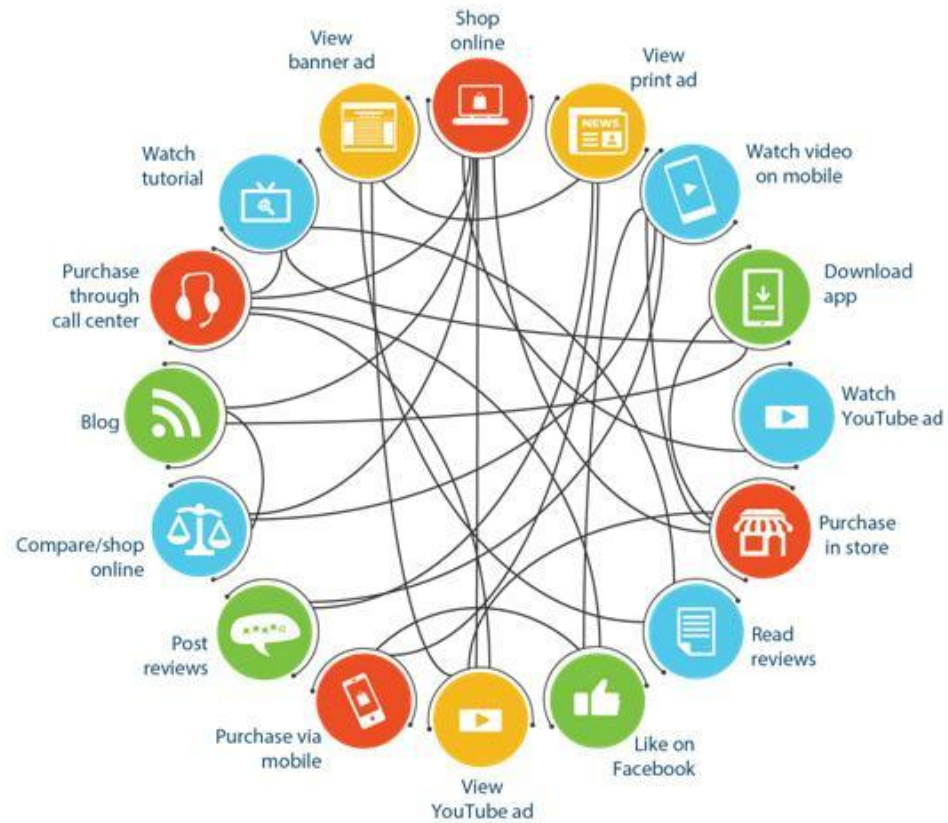
Steven Van Belleghem, When digital becomes human, B-Conversational, november 2014



customer in charge



Traditional customer lifecycle



Digital customer lifecycle

Rahul Singh, Why Omnichannel Customer Lifecycle Will Take Lead For ECommerce In 2016, February 14, 2016

making it happen

"Infuse your life with action. Don't wait for it to happen. Make it happen. Make your own future. Make your own hope." – Bradley Whitford

"If You Want To Go Fast, Go Alone. If You Want To Go Far, Go Together." – African Proverb

"I Can Do Things You Cannot, You Can Do Things I Cannot; Together We Can Do Great Things." – Mother Teresa

"The Journey Of A Thousand Miles Begins With One Step." – Lao Tzu

"Coming Together Is A Beginning; Keeping Together Is Progress; Working Together Is Success." – Henry Ford

any questions?

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Contact

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