Are You Ready For Mobile Insurance?

How to Catch Up with Apps, Devices and Customers

By 2015, $119 billion worth of goods and services will be purchased with mobile phones, according to market intelligence company, ABI Research. Mobile technology is transforming key business processes such as claims adjusting, sales calls and customer service. Soon, these consumers will expect insurance companies to offer mobile services as a part of doing business.

Leading carriers are already finding ways to create intimacy with their mobile customers by providing a full range of roadside service apps. And the mobile channel continues to evolve with a new generation of tablet computers.

“Tablet devices have the potential to enrich the customer experience and streamline mobile insurance processes with audio, video, biometrics, location awareness, assisted reality and once-and-done processing,” said Bob Evans, director of Mobile Insurance Solutions at CSC.

Innovation is fast and furious among the various mobile platforms and application ecosystems. The competition between mobile platform providers and their distribution channels creates an environment where making good choices is difficult.

There’s no “write-once, run-everywhere” strategy. Agile frameworks and practices are required to navigate the quickly changing mobile space. “You have to constantly monitor mobile technology to ensure your mobile offerings take advantage of the best of what’s available,” Evans said. “We make sure to build in flexibility to ease the effort associated with rapidly changing technology.”

Adjuster App for P&C

Consider the potential impact of wireless tablets on P&C claims adjusters. No briefcase full of paperwork, no camera, no voice recorder, no GPS. And on the back end, no waiting for third-party information.

Outfitted with a tablet and CSC’s mobile insurance applications, an appointment can be added to the adjuster’s schedule based on his or her current location. The tablet device can be used to take pictures and attach them to the claim with a time stamp and geo-coding for location. It can collect necessary information from the claimant and automatically gather information such as weather conditions and accident reports.

e-App for Life and Annuities

For life insurance producers, tablets have the potential to serve as both a workstation and an easy-to-read display — like handing an electronic clipboard to the customer. Imagine, a producer could use one tablet to create illustrations and enter customer data, and hand another tablet to the customer to view the results.

“To not only capture a signature, recorded voice confirmation and other biometric information, they can record the entire interaction with the customer to reduce fraud and ensure that all company policies are followed,” Evans said.

CSC’s Mobile Portfolio

CSC is helping insurance companies in North America, Europe and Asia take advantage of mobile insurance. In addition to supporting insurers with mobile business strategies and infrastructure, CSC is providing mobile applications that perform a wide range of insurance transactions.

In fact, CSC’s first-notice-of-loss app for P&C was named a “Most Compelling Case Study” by ACORD in 2010. And in the life and annuities market, agents and policyowners can use their smartphones to conduct more than 140 different insurance transactions tied to CSC’s Customer Service Accelerator™.

Mobile Assessment

Thinking about your next step in mobile technology? Talk to CSC about conducting a comprehensive assessment of your immediate and long-term business goals. We can recommend a clearly defined path to further your mobile business aims. Whether you’re initiating a new mobile program or expanding an existing one, CSC can help you with strategy, infrastructure and mobile application deployment.

To learn more, visit www.csc.com/mobileinsurance or scan this code with your smartphone.