

# Customer- Centricity in SME Insurance

examples from digital insurance innovators – Amsterdam Fintech Week 2021

# SMEs by the numbers

## SMEs are a vital engine of growth for all European economies

- **>25,000,000** SMEs in the EU
- They frequently **make up almost the entire non-financial business sector** of many countries
- **Most employ fewer than 10 people**
- Collectively, **they employ nearly 70% of workers** and **power the majority of economic growth**

**Economies are changing and so are SME businesses – there is a growth in *sharing economy* businesses and the *gig economy*, in *self-employed freelancers* and in *home-working*. Can we do a better job of supporting these SMEs/entrepreneurs?**

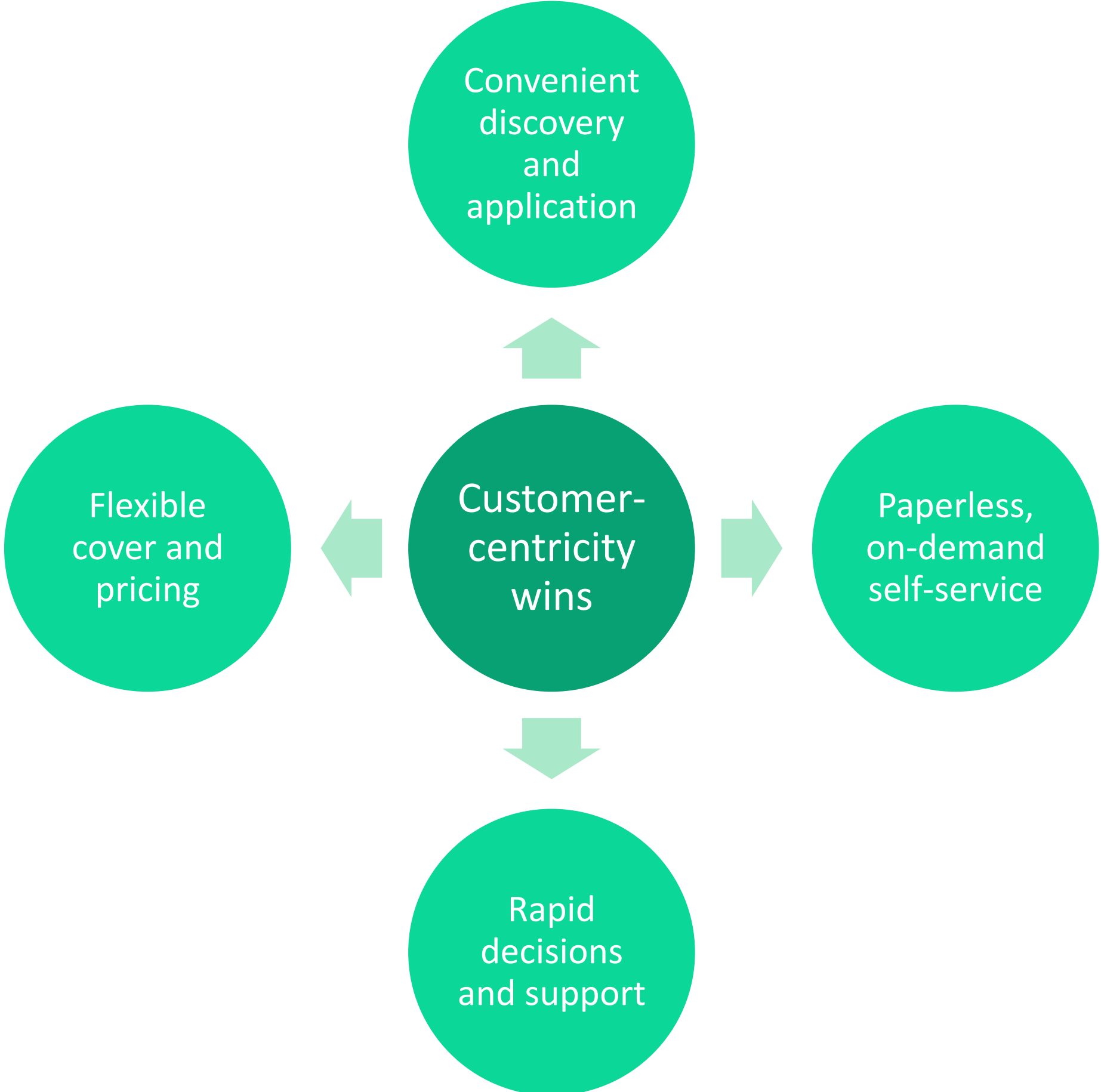
## Yet are underserved by FS Sector

- For decades, SMEs have faced a **financial gap** from banks and insurers alike, **limiting their ability to face risks and grow**
- In 2019, that financial gap was **estimated at €400bn in the EU**

*- According to research from Allianz and EulerHermes, 2019*

# Designing more customer-centric business insurance

Four key CX themes:



# Example: pikl

“we’ve got tailored products designed for you”


Convenient discovery and application

### What we offer

We've teamed up with a panel of leading insurers to compare the market so you get the right cover at the best price.


MODUS AXA HISCOX uk general LVE

#### All-in-one plans



- ✓ Buy your home or landlord insurance with us
- ✓ Include the right coverage for your specific sharing needs
  - Short-term lets on Airbnb, etc.
  - Sharing a room or annex
  - Letting your parking space

#### Universal Top-Ups™



- ✓ Keep your existing home insurance
- ✓ Top-up your coverage for your specific sharing needs
  - Short-term lets on Airbnb, etc.
  - Sharing a room or annex
  - Letting your parking space

[Get a quote](#)

#### Tell Us About Your Short-Term Letting

Is the property you wish to insure: ?

My Primary Residence  My Second or Holiday Home  An Investment Property Used For Letting

Will you be letting, sharing, or swapping your property or parking space on a short term basis? ?

Yes  No

Which of the following activities do you want to purchase insurance for?

Letting your property on a short term basis  Swapping  Letting out your parking area

You are sharing:

A Single Bedroom (while you are resident)  Your Entire Property (or Multiple Bedrooms)  An Annex  Other

Please take care to answer all questions honestly and to the best of your knowledge. If you don't, your policy might be cancelled or your claim rejected.

We've provided help text and guidance to help you enter the right information. We recommend you use it when getting a quote.

Click the question mark ? wherever you see it for assistance!



# Example: Flock

“the customer only pays for coverage when they’re actually flying their drone”

Paperless,  
on-demand  
self-service

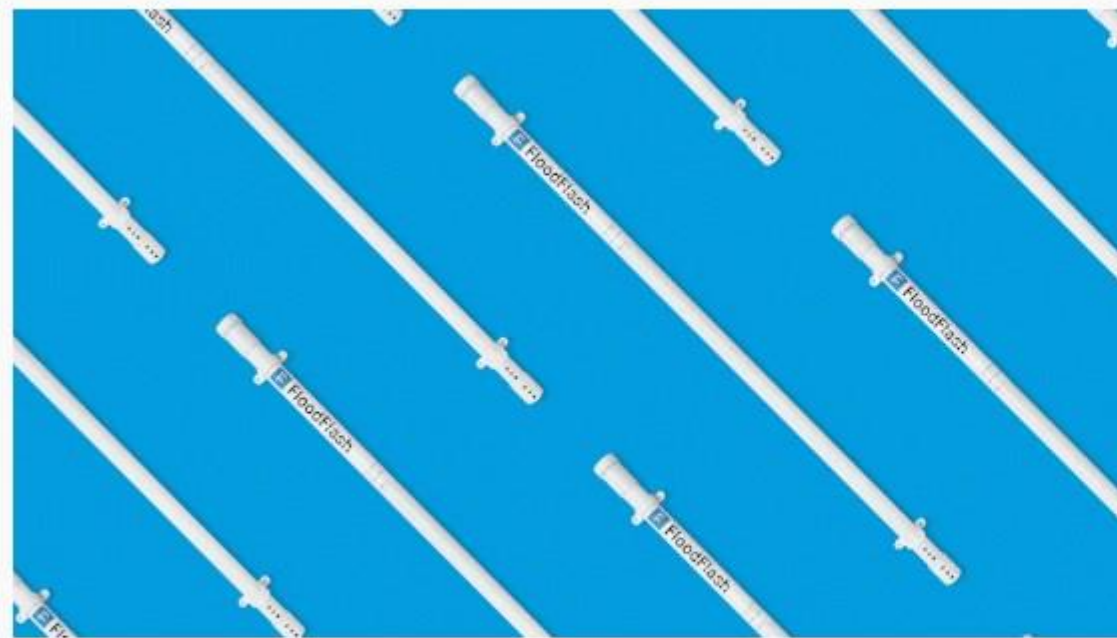
The screenshot displays two main sections on the Flock website. The top section, titled "Monthly & annual subscriptions", offers "Worldwide cover for unlimited flights" and states that "Policies are priced on the safety and size of your operations." It also mentions that users can "Make adjustments at any time with no hidden fees" and that "Prices start at £17.45 a month." This section includes a "Cancel policy" button with a close icon, a "Make a claim" button with a right arrow, a search bar for additional drones, and a list of selected drones: "Wingcopter 178" and "DJI Mavic 2". The bottom section, titled "Usage-based policies", states "Only pay for the flights you make and the risks you take." It offers "Hourly insurance for individual pilots" and "Dynamically priced policies for larger fleets." It also notes "Per-flight pricing from £4.95". This section features a "RISK REPORT" showing a score of 63 out of 100, a "PER FLIGHT PRICING" of £5.23, and a map of a flight area. Both sections have "Get your quote" and "Learn more" buttons.

The screenshot displays two main sections on the Flock website. The left section, titled "Per-flight", features a smartphone icon and describes "Hourly insurance with real-time risk reports ahead of every flight." It lists benefits: "CAA approved", "From £4.95 per flight", and "Book up to 7 days in advance". It is "Available to pilots in the UK" and includes a "Click here" link. This section has "Download the app" and "Get your quote" buttons. The right section, titled "Connected", features a flight management system icon and describes "Usage based insurance that connects to your flight management system." It lists benefits: "Insurance priced from your flight logs", "Supports multiple drones and pilots", and "Includes risk reports to improve safety". It is "Available to fleets in the UK and Europe." This section has a "Request a quote" button.

# Example: FloodFlash

“Rapid payout insurance is changing the way landlords and businesses recover from flooding”

Rapid decisions and support



## The sensor

Each policy we issue is linked to a mobile-connected sensor installed at the property. The sensor then reports any flooding. When the agreed trigger-depth has been reached the sensor alerts us. We then kick off the claims process – no documents required.

The sensor is an important part of FloodFlash insurance, so it is designed to last.

- High-accuracy, ultra-sonic depth measurement
- long-life battery to last 7-12 years
- internet connectivity to send up-to-date flood data
- memory chip to store data for when networks fail
- tamper and storm resistant
- simple, fast installation

## How FloodFlash is different

Our type of parametric insurance is different to traditional indemnity cover and it comes with some big advantages. Check out the table to the right to see how we stack up against traditional insurance.

	Traditional insurance	FloodFlash
Available to landlords & businesses	✓	✓
A-rated Lloyd's capacity ⓘ	ⓘ	✓
No excess ⓘ	ⓘ	✓
State of the art sensor	✗	✓
Pick your own premium	✗	✓
Spend the payout how you want	✗	✓
No loss adjustment	✗	✓
Rewards resilience	✗	✓
Quote for any property ⓘ	✗	✓



# Example: ZEGO

“Our insurance solutions are as unique as your business”

Flexible cover and pricing

The screenshot shows the ZEGO website header with navigation links for 'For Drivers', 'For Fleets', and 'Support'. The main heading is 'Flexible insurance for your fleet'. Below this, a sub-headline states: 'Here at Zego, we offer flexible, usage-based insurance, backed by the biggest names in insurance to keep your fleet on the road.' A list of three benefits follows: 'Pricing set per vehicle distance or time', 'Flexible billing from monthly to annual options', and 'Dedicated Account, Risk & Claims Management teams'. A purple 'Get a quote' button is positioned below the list. At the bottom left, the Trustpilot logo is displayed with the text '92% of our customers rate us 'great' or 'excellent''.

The image displays five benefit cards arranged in two rows. Each card features an icon, a title, and a brief description of the benefit.

- Fantastic support**: Represented by a smartphone icon. Text: 'Our dedicated teams (along with our industry-leading partners - including Broadspire, Crawford, Swiss Re and Wakam) help to keep you on the road, and your premium protected.'
- Reduce risk**: Represented by a shield icon. Text: 'Our platform crunches tons of data, so you can easily see the risks associated with your fleet and drivers. Helping you to reduce incidents, improve driver behaviour and avoid vehicle downtime.'
- Always available**: Represented by a speech bubble icon. Text: 'Access your insurance anytime - our user-friendly online portal, makes it easy for you to manage your insurance. Need 1:1 support? Our expert teams are on hand to help.'
- Intelligent pricing**: Represented by a Euro symbol icon. Text: 'Pay for what you use - using advanced technology, and data, we build custom premiums based on your vehicles and drivers, and the time, and distance they cover.'
- Flexible billing**: Represented by a circular arrow icon. Text: 'Pay when it's best for your business - better manage your cash flow and outgoings, with the choice of monthly or annual billing.'

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Discussion panel | Customer-Centricity and Digital Innovation

# The Future of SME Insurance is Customer-Centric

Watch recording