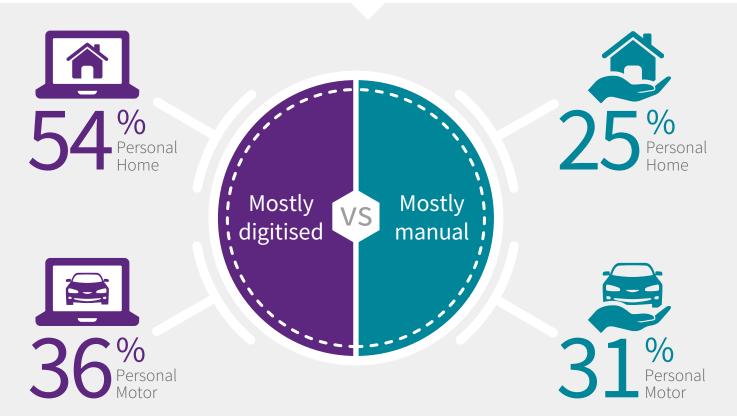


# **Defining a digital strategy**

Fit for purpose or lagging behind the competitive times?

## How UK insurers are digitised today



# Quoting lags application digitisation



both Motor and Home insurers scored the Application process the highest, as currently all or mostly digitised





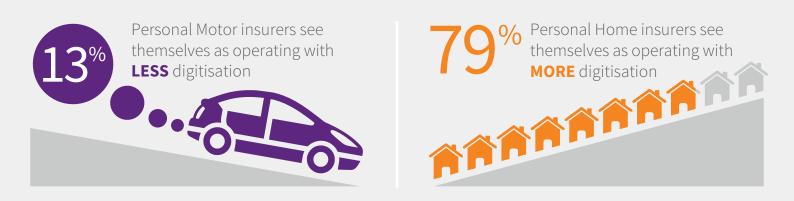


of Home insurers viewing this process as all or mostly digitised

## Majority of UK insurers plan to digitise further



#### Most UK insurers think they rank ahead of competitors



### Vast majority of UK insurers see value in digitisation



# 71% of Motor & 61% of Home insurers

think digitisation is valuable for underwriting and the insurance industry

## Opening doors to new opportunities



see improved speed to market as the best opportunity digitisation offers them





see the ability to price policies more accurately as the biggest opportunity in digitisation

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