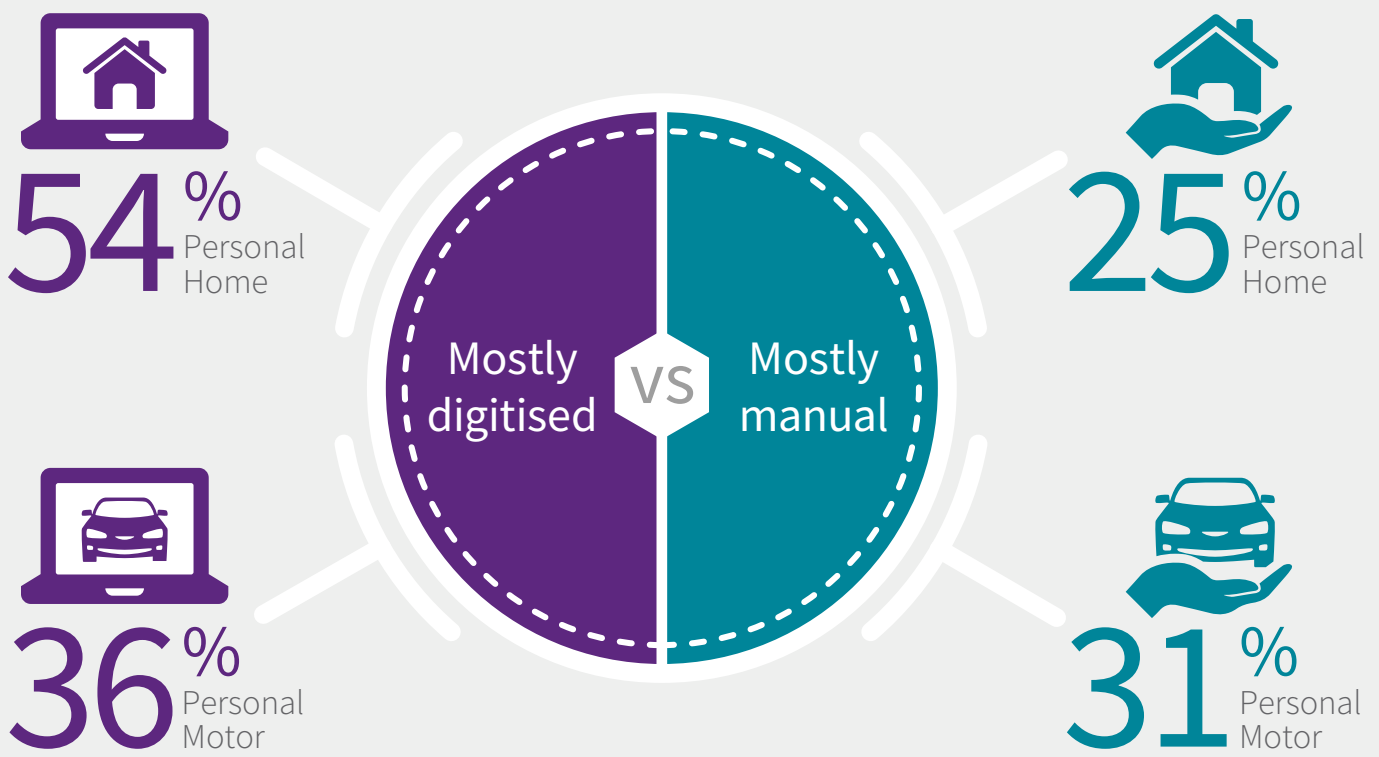


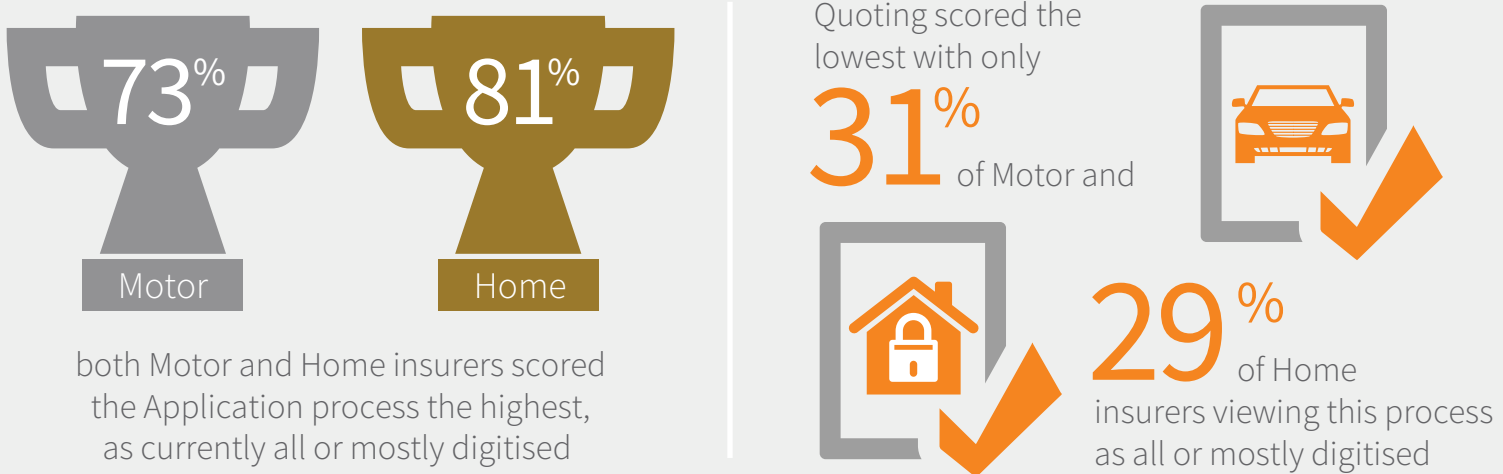
Defining a digital strategy

Fit for purpose or lagging behind the competitive times?

How UK insurers are digitised today



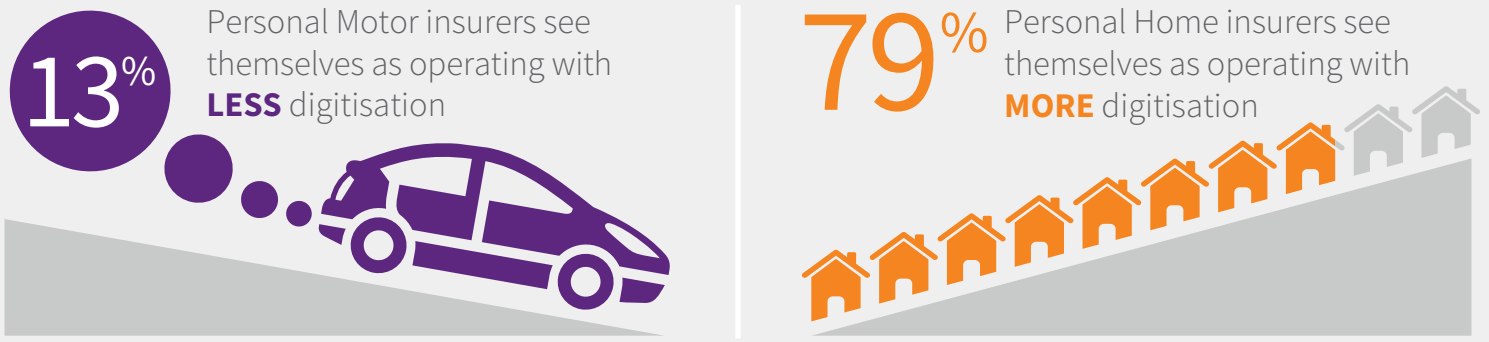
Quoting lags application digitisation



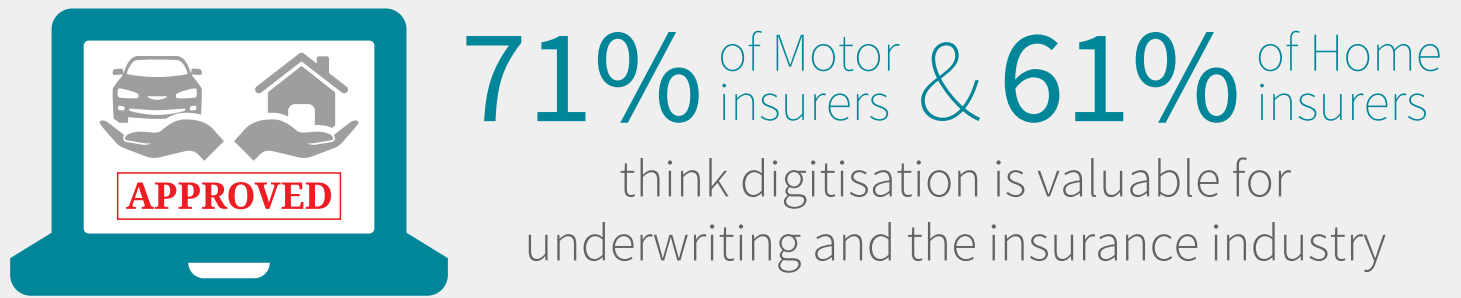
Majority of UK insurers plan to digitise further



Most UK insurers think they rank ahead of competitors



Vast majority of UK insurers see value in digitisation



Opening doors to new opportunities

35% of Motor Insurers see improved speed to market as the best opportunity digitisation offers them



46% of Home Insurers see the ability to price policies more accurately as the biggest opportunity in digitisation

