

# Zelros for Personal Line Insurance

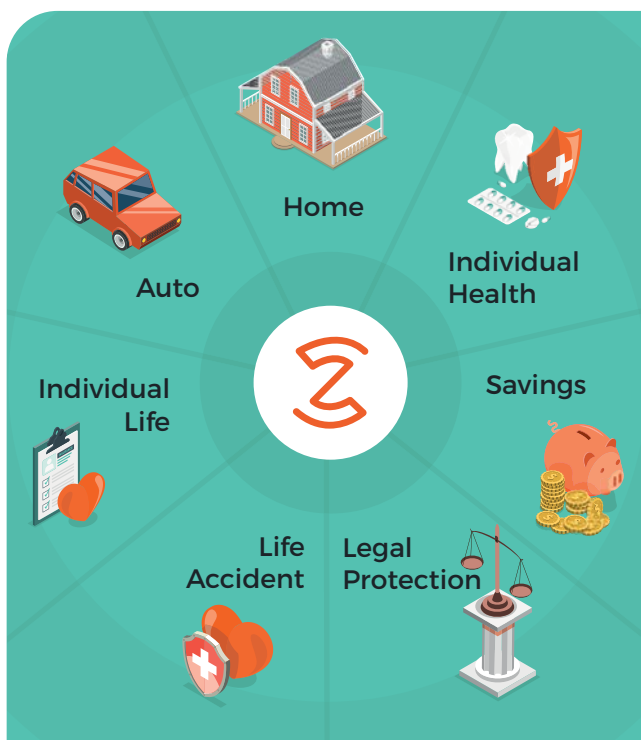
## Driving higher conversions with better customer experience, personalization and efficiency

To stay competitive in the insurance market, insurers have shifted their focus to improving **customer experience** across all channels online and offline. Insurance companies go above and beyond to exceed customer expectations. Customers today expect insurance companies to offer timely and relevant personalized advice as well as a consistent omnichannel experience. New players in the industry like Big Techs and Insurtechs deliver an exceptional omnichannel customer experience. According to Capgemini World Insurtech Report,

policyholders' willingness to purchase insurance from Big Techs has increased from 17% in 2016 to 44% in April 2020.

While most IT teams are focused on systems maintenance, long term transformation of the IT legacy systems and constant adaptation to regulation changes, insurance players need to act now to retain customers and innovate to drive business growth.

Zelros provides the **data insight**, the **agility** and the **intelligence** to gain a deeper understanding of your customers needs and recommend the most relevant policy offers.



### Key Benefits

- ▶ Predict **customer's needs** before they call
- ▶ Score and **prioritize** new policy offerings with their propensity to buy
- ▶ Proactively offer **AI-driven recommendations** that are personalized to the individual
- ▶ Modernize customer service while adhering to data regulations and to **ethical AI**

Learn more about how Zelros can help you be customer centric on:

[www.zelros.com](http://www.zelros.com)

## A powerful and feature-packed platform

### Data Sources

- › Data Lake
- › 3<sup>rd</sup> Party Data
- › Business Application Data



### Engagement Systems

- › CRM
- › Policy Administration System
- › Custom Portal
- › Distribution Portal



### Personalized Advice

Zelros detects and predicts relevant customer situations to recommend best offers, advice or knowledge. All advice is based on insurance data mixed with Zelros' proprietary insurance data catalog, providing insights from 3rd party data providers and open data.



### Enterprise AI

Zelros leverages advanced analytics to build machine learning models for insurance. All models are documented in reports, ensuring a responsible use as well as full auditability of AI. All models are fully monitored to improve performance over time.



### Data processing

Zelros provides standard data connectors to connect all insurance data whatever the format or source (datalake or business application). All data processing can be done in the secured Zelros cloud or on premise.



### Deployment

Zelros can be deployed as a Salesforce App or as a fully configurable widget in any CRM or portal. Zelros is an API first platform that can be integrated in any application.



### Security

Zelros will be certified ISO 27001 / 27019 in Q4 2022. All infrastructure is hosted on the highest level of security on Microsoft Azure cloud.

## Some of the world's largest insurance providers chose Zelros to:

- **Convert** more quotes into contracts
- Provide a consistent **omni-channel experience** across the buyer's journey
- **Upskill** their advisors to better **upsell and cross sell** on inbound and outbound customer calls
- Deliver better **qualified opportunities** to their agents

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