



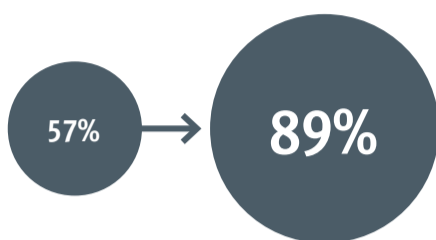
General Insurance: The Digital Experience

The General Insurance sector lags behind¹

% of UK households with internet access



2006 2016



% of UK adults who've purchased goods or services online



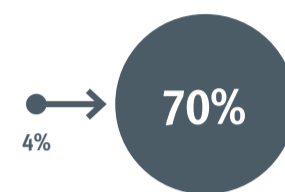
2006 2016



% of UK adults who regularly access the internet from their mobile



2006 2016



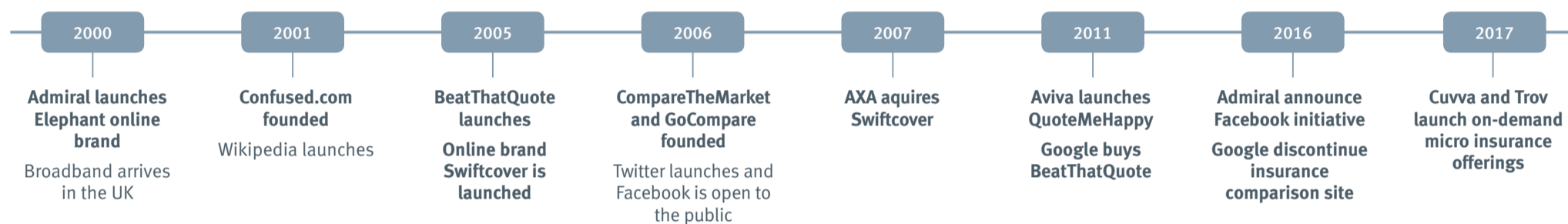
% of UK adults who have bought financial services over the internet



2004 2016

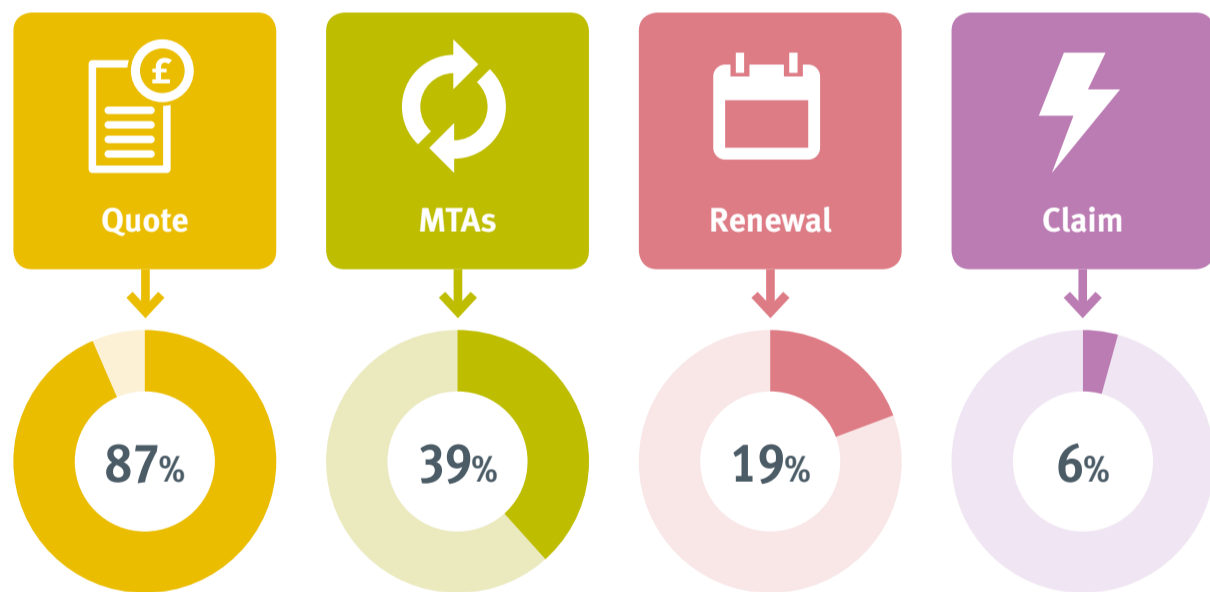


It's not for the want of trying – Online initiatives launched in the last 17 years



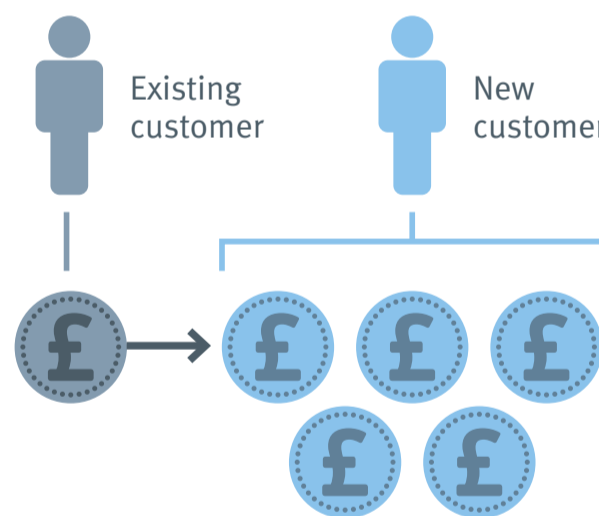
Beyond quote and buy, digital capabilities are lacking²

% of leading 18 insurers (covering 31 brands) offering services digitally



Right digital capabilities, wrong focus?

It costs five times more to attract a new customer, than to keep an existing one. Yet the online digital experience for the customer, beyond quote and buy, remains poor.



Challenges for incumbent insurers



Innovation & disruption

There are 30bn³ reasons for InsurTech companies to disrupt the UK insurance market.

What will it take to truly wake-up the insurance market?

