USE CASE

Gain More Customers With **Digitally** Embedded Insurance

A Value-Building Opportunity — That Not All Insurers Can Embrace (Yet)

Protecting the value of a product or service through warranties and insurance policies is a tried-and-true concept. (Enough that some consider embedded insurance an oversaturated market.) But the rise of customer-centricity and digitally-enabled sales processes has many insurers curious about **digitally embedding coverage at the point of sale**. Carriers can partner with a wider range of merchants and attach the dependable protection of precisely underwritten policies to more products than ever. This opens up new addressable markets and can boost brand loyalty.
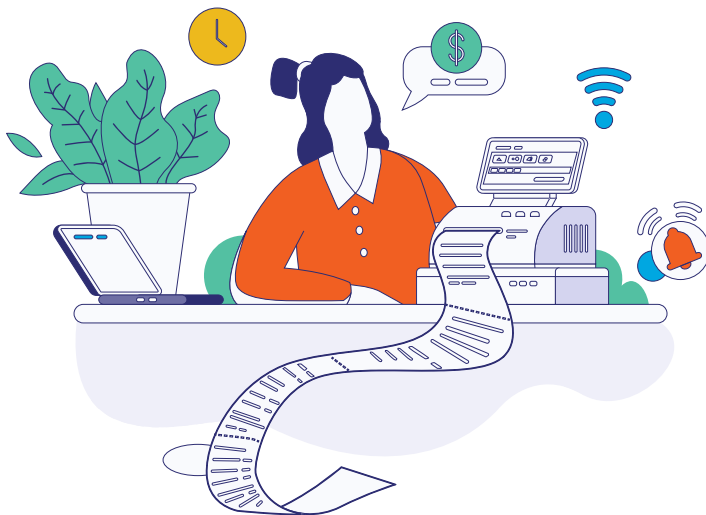
But there's a catch: **Insurers running on outdated core systems** that don't support intelligent policy administration and cloud-native digital distribution can't truly grasp the opportunities that digitally embedded insurance can offer. They'll have to "embed" the policy by selling it over the phone, or offer it as an upsell after the original transaction.

It's inefficient and flies in the face of customer expectations in an era when seamless digital processes are the expected norm for most purchases. **A truly embedded policy must be digitally underwritten, priced, and instantly issued when a retailer sells an insured product.**

Automation and Integration: The Keys to Digitally Embedded Insurance
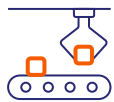
The intelligent automation capabilities of EIS Suite™ and its core products enable any carrier to enter the embedded insurance market with confidence. PolicyCore® gives insurers the power to create policies for the unique needs of retail partners regardless of industry. Automated workflows make sure all embedded insurance is underwritten accurately and priced appropriately, with minimal effort from policy administrators.

Seamless integration, facilitated by thousands of open APIs, empowers insurers to embed coverage into product transactions. Carriers can effortlessly connect to their partners' systems for smooth-running digital insurance distribution, as well as other EIS solutions like CustomerCore™ to offer valuable insights into customer histories and allow for precisely tailored policies. In the long run, this provides a notable advantage against competitors that can't or won't use digitally native platforms to manage embedded products.

# Outdated Core Systems Put A Padlock on Embedded Insurance Possibilities

It *is* possible to offer embedded coverage without the support of digitally native open coretech — but possible doesn't mean recommended. Modern legacy core systems lack the integration capabilities, data fluidity, and automated workflows necessary to digitally intertwine an insurance offer with a product purchase.

Also, trying to provide embedded insurance outside of digital channels could put your bottom line at risk. A carrier offering credit protection insurance (CPI) products to partners in several industries, including automotive, recently discovered this: One partner, a global automaker, threw down a gauntlet over distribution — saying if the carrier wouldn't at least commit to implementing digital embedded insurance, the automaker would end the partnership and find another carrier.

There's a clear overall demand for embedded insurance: The market's set to exceed $200 billion in gross written premiums (GWP) by 2025, and reach $720 billion in GWP by 2030. And with insurance customers increasingly expecting the convenience and near-instant availability that digital distribution channels can enable, it's fair to say a growing number of businesses will want it from their insurance partners. If you're still operating on a modern legacy platform, partners who want to embed insurance into their products or point of sale might start looking for carriers with greater flexibility.
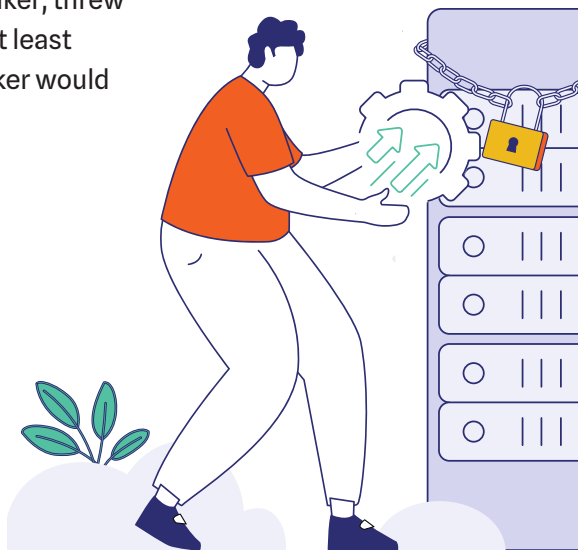
# Unlocking Embedded Insurance Opportunities With EIS Suite

EIS Suite enables insurers and their partners to realize the full value of embedded insurance for any number of products and provide the more personalized, relevant offerings today's customers expect.

With **PolicyCore**, carriers can develop multiple policy types to meet partners' specific embedded needs, ranging from short-term travel insurance to ongoing protection for auto financing and home mortgages. The solution's Lifecycle Management feature also allows insurers to automate quoting, underwriting, risk assessment, policy issuance, amendments, renewals, and more.

CustomerCore (the customer-centric heart of EIS Suite) gives insurance sales teams access to historical data, providing insights into which clients will be most interested in embedded insurance and what they expect from such products.

The **9,000+ open APIs available** with EIS Suite provide seamless integrations between EIS products as well as the insurer's digital third-party ecosystem. These guarantee data fluidity, interoperability, and smooth distribution via digital channels.

As inherently scalable cloud-native **coretech**, EIS Suite makes it easy for insurers to expand their embedded offerings as they bring on new partners across various industries.
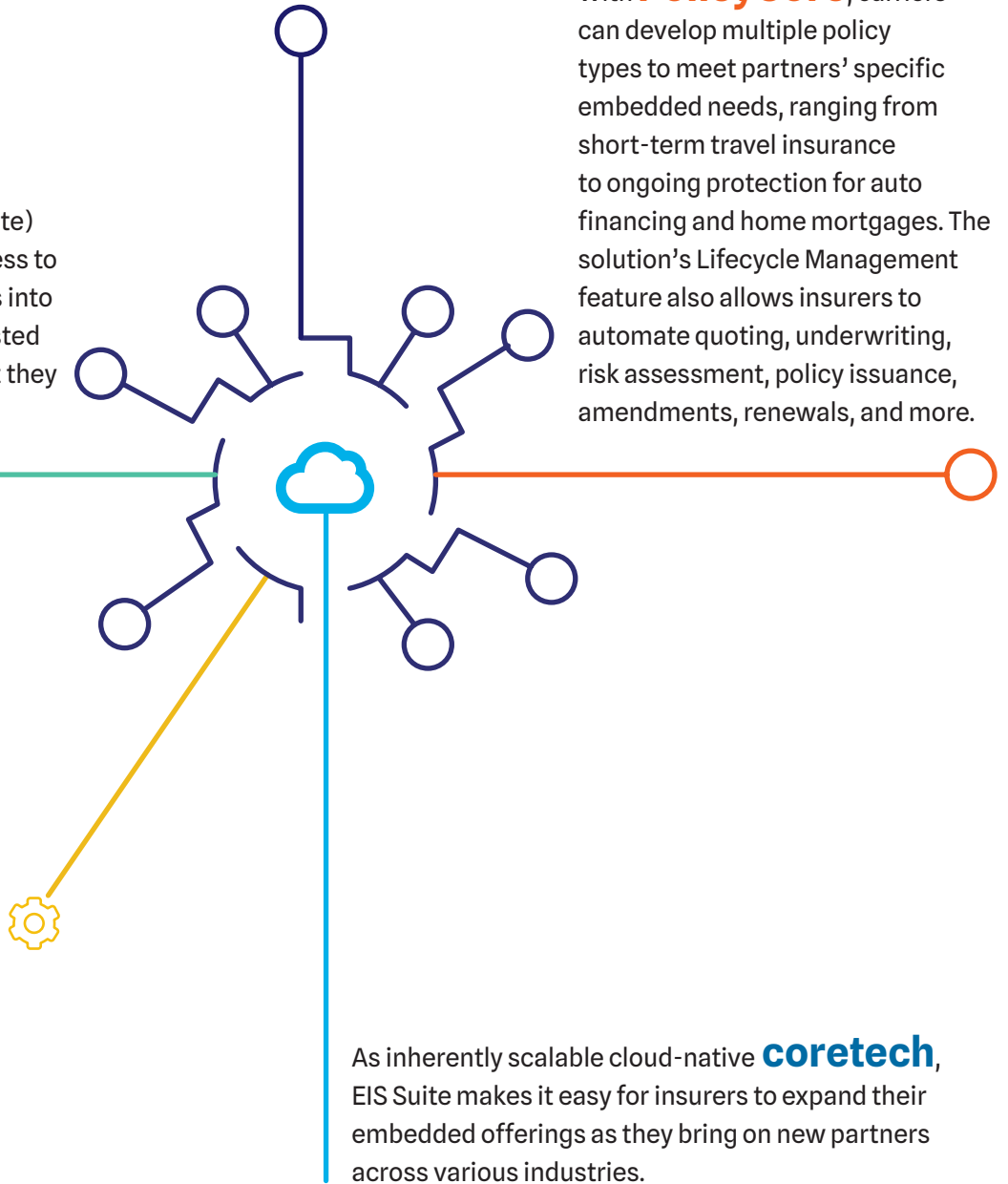
Expanding Horizons with EIS-Powered Embedded Insurance
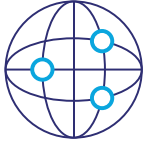
Reaching New Markets

When insurers sell embedded insurance digitally through vendor partnerships, they can reach customer demographics they might not otherwise interact with — consumers with an existing attachment to the noninsurance brand. The connection established through the sale of embedded coverage serves as a bridge for the carrier to make relevant offers to these customers later on.

Improving Customer Experiences

Digitally embedded insurance creates a less complicated customer experience by removing the need to comparison-shop for policies and circumventing the claims process. Also, the increased accessibility means more customers can take advantage of products like travel insurance they may not otherwise buy.

Reducing Operational Costs

With approximately 50% of insurance costs tied to distribution, digital embedding represents a significant opportunity for cost reduction. By streamlining policy distribution processes, insurers can allocate more resources toward innovation and customer service.

Join the Embedded Insurance Revolution

Transform your insurance offerings with EIS Suite and simplify policy embedding at the point of sale. The benefits extend beyond operational efficiencies — it can help you forge deeper customer connections and reach new markets.

Contact us today to see how EIS can revolutionize embedded insurance operations for the better.

Book a Call

EIS

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