Guidewire 2017: General insurance to lead the way in digitalisation

By Rosie Quigley - 15th November 2017

General insurance is ‘the ideal industry for digitalisation’ because of the resources of incumbents, according to a CEO at a global technology firm.

At Guidewire’s Connections 2017 conference, Marus Ryu, CEO of Guidewire said the success of incumbents would depend on how well they integrated insurtech into their business.

“Incumbents have enormous advantages in scale, existing books of business, and regulatory and domain expertise,” said Ryu.

“Many major banks have themselves invested in fintech expecting to assimilate the best ideas. And no doubt the same will be true in insurtech. Winning insurers will embrace these challenges to the traditional insurance model and come out vastly stronger through reinvention.”

Ryu said that general insurance will lead the way in using digital capabilities in their business and that a customer service standard is being set by internet platforms.

“Non-life insurance is the ideal industry for digitisation: no physical inventory, with value created through analysis, expertise, and communication,” said Ryu.

“The imperative, therefore, is to digitise every interaction with customer, agent, broker, or partner. The standard for these experiences is set by not even the most sophisticated insurer today, but by the consumer internet — by Facebook, Apple, Amazon, and Uber.

“We see great innovation being applied to front-end data capture — using digital devices to submit an insured profile, an exposure unit, or a loss.”