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# Digital Marketing & Sales Channel Monitor

## 5<sup>th</sup> Spotlight: Insurance Companies

Institute of Marketing, University of St.Gallen

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# Management summary: Swiss insurance companies lead the digital transformation\*



Swiss insurance companies have put a noticeable focus on digitalization. The vast majority of Swiss (and international) companies offer cross-channel services, maintain social media channels, offer mobile responsive sites, developed apps to better cater the needs of their consumers, and provide premium calculators online.

- Insurance company's **websites** have a clear **customer service focus** and try to deliver the most essential information on the starting page.
- **Cross-channel** services are very common, and **branch locators** and **hotlines** are in most cases placed on the starting page of an insurer's website.
- Most Swiss insurance companies have a **Facebook** account, communicate via Twitter, and are represented on **YouTube**.
- Mobile **Apps** differ in their purpose, but mostly aim at making customers' life more easy and the use of insurance services more accessible.

\*Definition: **Insurance companies** provide coverage in exchange for premium payments.

Source: <http://www.businessdictionary.com>

# Four Swiss insurance companies make the top-5 of digital transformation leaders



Rank of Top 5 Swiss Companies	Rank of Top 5 International Companies
1. 	2. 
3. 	7. 
4. 	9. 
5. 	15. 
6. 	16. 

Based on the “**Digital Marketing & Sales Channel Monitor**”, (1) **Alliance Suisse** [CH], (2) **ERGO Group** [GER], (3) **AXA Winterthur** [CH], (4) **SWICA** [CH], and (5) **Baloise** [CH] head the ranking of the 30 analyzed insurance companies.

With four insurance companies among the top-5, the leading Swiss insurance companies are well-represented.

The focus of the analyzed insurance companies (i.e., property, life, automotive, travel, and/or health insurance) **does not influence** their status of digital transformation.

The **status of digital transformation** has been calculated based on each brand’s aggregated rang in the following categories:

- Use of cross-channel services on the brand’s Website (e.g., local branch finder that points to the brand’s physical presence)
- Use of social media and link to social media presence on the brand’s Website (e.g., official pages on Facebook, Twitter, YouTube)
- Use of mobile media to connect to customers (e.g., mobile website, mobile app)
- Providing interaction opportunities on the brand’s Website (e.g., customer service and chat functions) and on the brand’s Facebook Page
- Providing a insurance premium calculator and/or quality labels on the brand’s website

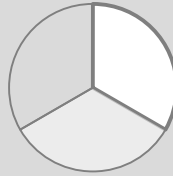
# The majority of Swiss insurance companies offer cross-channel services prominently on their website



## Branch locator on starting or other page

CH: 80%, 20%

Int.: 33%, 33%



Share of insurance companies which refer to local branches on their starting page (full color) or at a lower level (lightened color)

## Hotline on the website

CH: 73%, 27%

Int.: 27%, 53%



Share of insurance companies with a hotline on their starting page (full color) or at a lower level (lightened color)

## So finden Sie uns

Standorte und Anfahrt

### — Generalagenturen - näher bei Ihnen

Die persönliche Beratung gehört zu den Stärken von Swiss Life. In der Schweiz betreuen 40 Generalagenturen Sie. Wüchsen Sie eine persönliche Beratung oder haben ein anderes Anliegen? Zögern Sie nicht, kontaktieren Sie uns. Sie finden alle unsere Generalagenturen im Gesamtüberblick. Oder suchen Sie hier die Agentur in Ihrer Nähe bequem per Postleitzahl oder Wohnort.

Agentur in Ihrer Nähe suchen:

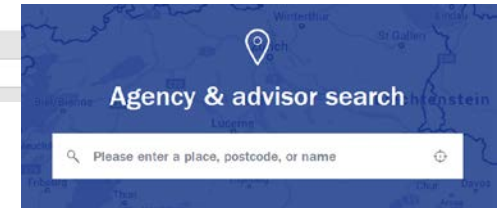
PLZ/Ort  
 PLZ/Ort

## Ihre CSS

### Kontakt in Ihrer Nähe

PLZ eingeben und Agentur in der Nähe finden.

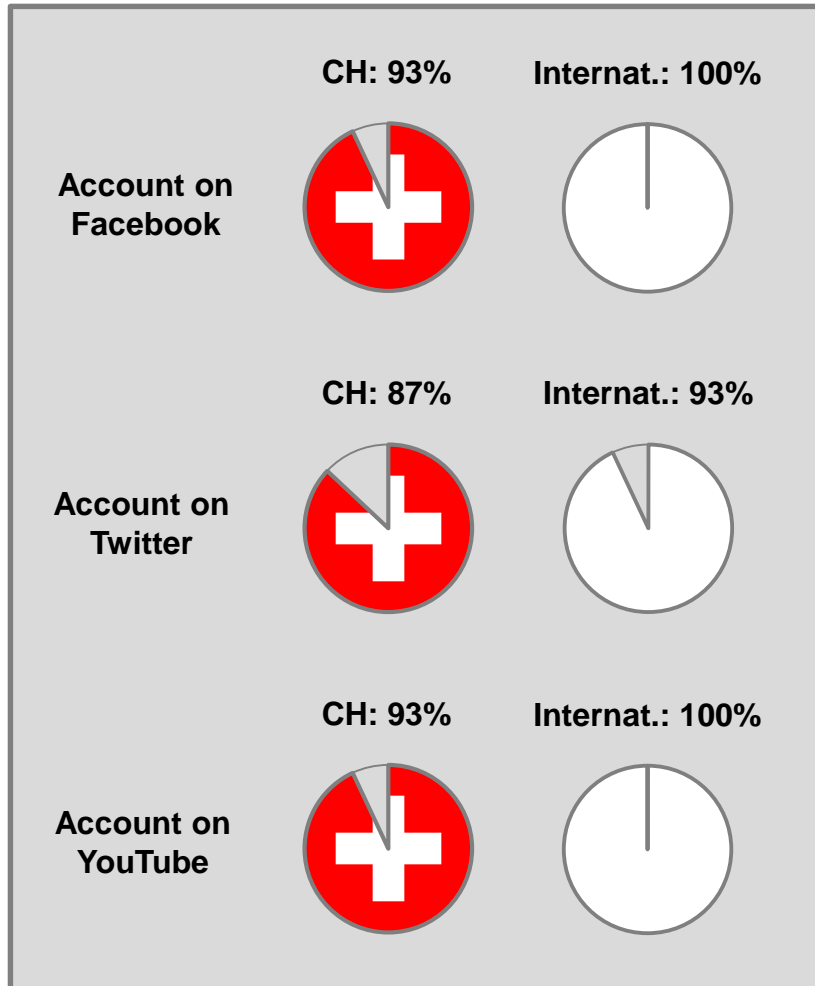
PLZ



Most Swiss insurances have a branch locator on their starting page (80%) or a lower site (20%), whereas only 33% of international competitors directly offer a store locator tool on their website's starting page (33% on a lower site).

The presence of hotlines on the starting page is slightly lower (73%) for Swiss insurance companies and much lower for international insurance companies (27%).

# Facebook, Twitter, and YouTube are used by almost all Swiss and international insurance companies



The collage shows three social media posts. The top post is from AXA Winterthur on Facebook, dated 14 October at 15:19, with the text: "Das Wochenende steht vor der Tür! Nimm dir eine Auszeit und geniesse die wunderschöne Schweizer Natur. Wo vergisst du deine Sorgen und schaust in die Ferne? Zeig es uns unter #worrylesslookahead auf instagram.com/axaswisslerland". The middle post is from Allianz Suisse on Twitter, dated 14 October at 15:19, with the text: "Hier helfen für Allianz Suisse: Sibylle Ingenschen (sib), Hans-Peter Netzer (hpn) und Bernd de Vries (dv)". The bottom post is from Swiss Life on Facebook, dated 1 hr, with the text: "Welche Träume werden Sie mit 85 Jahren haben? #RethinkLongevity". The collage also includes a video player showing a woman in a car and a tweet from Allianz Suisse with the text: "35 Jahre später – manche Dinge ände...".

The **majority** of Swiss insurers is **fully represented on social media** – they especially offer contextual content on Facebook (93%) and informational videos on YouTube (93%). **Allianz International** for example maintains a rich YouTube channel with over 800 videos. Twitter is more highly represented internationally. In contrast, Instagram is a channel not yet used or linked on the company's websites.

# Many insurance companies have optimized their website for mobile devices

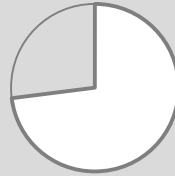


## Mobile website

CH: 80%



Internat.: 73%



Share of insurance companies with responsive websites for best user experience on mobile devices.

## Mobile App

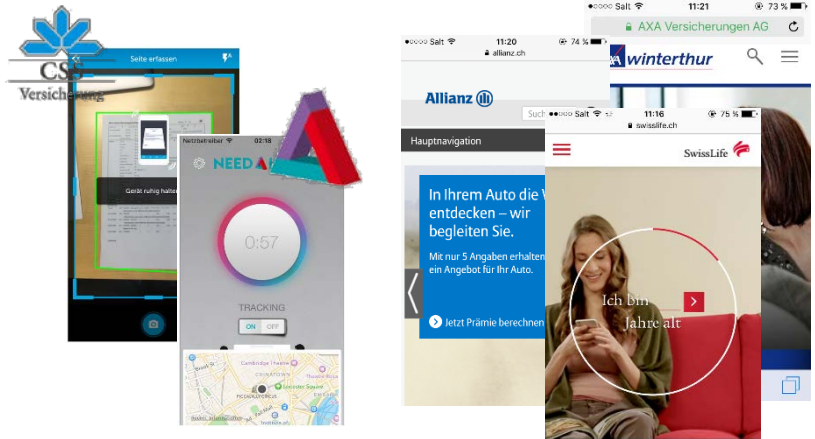
CH: 80%



Internat.: 87%



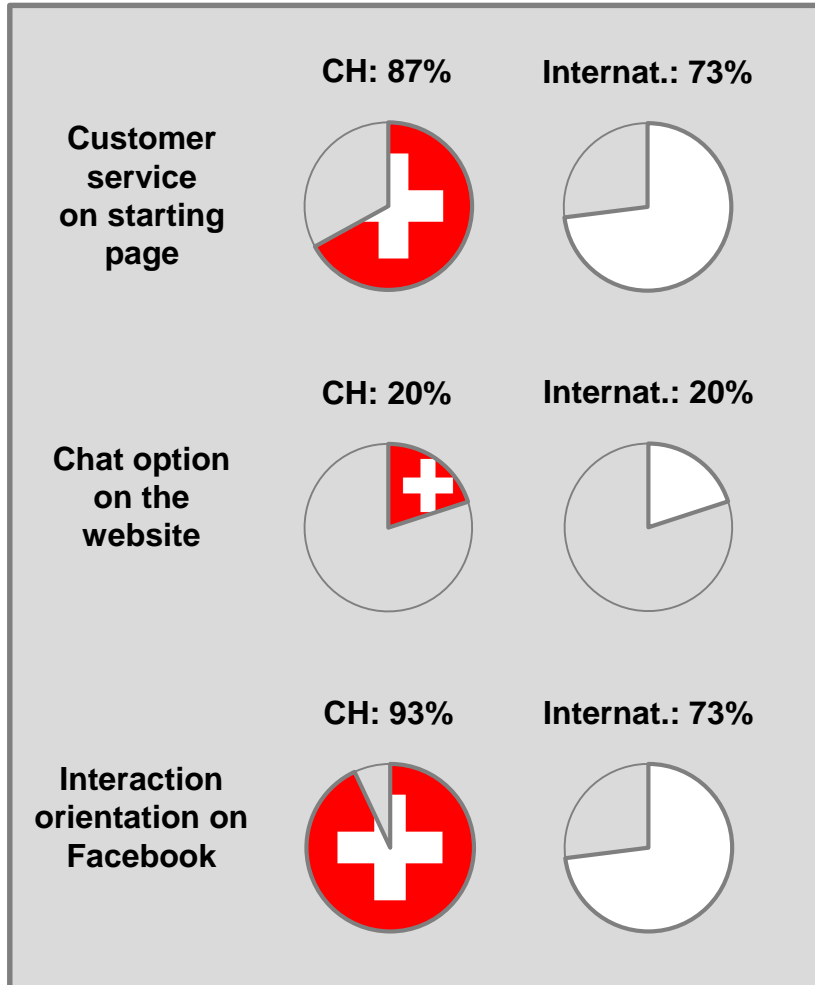
Share of insurance companies with their own Mobile App available in iTunes, Google Play etc.



A high percentage of insurance companies (CH: 80%, Int.: 73%) has optimized their **website for mobile devices** to ensure an optimal user experience. Especially **Swisslife** has also translated their interactive and playful configurator to mobile.

**Apps** are a further tool used by most brands (CH: 80%, Int.: 87%) but **differ** greatly in their **purpose**. They range from damage claims to health and / or sport applications.

# Swiss insurance companies have a customer service approach but lack chatting functions on their website



Soforthilfe für Sie

Allianz Live Chat — X

Serviceline

☎ 0844 277 1 - Schaden melden

Ihr telefonischer Service ist Montag bis Freitag von 8 bis 18 Uhr erreichbar.

Hallo, wie kann ich Ihnen helfen?

vor 13 Minuten

1 - Wann und wo ist etwas passiert?

Datum \* 19.10.2016 📅  
z.B. 01.01.2016

Zeit Wann ist etwas passiert?

Schadenort \* Wo ist es passiert?

Adresse falls bekannt

NÄCHSTER SCHRITT

Most insurance companies in Switzerland and internationally have a customer service approach and offer contact details directly on their starting page (CH: 87% Int.: 73%). **Chats** are not yet incorporated on websites that often (20%). As an exception, **Allianz Suisse** can be referred to as a best practice example with a very intuitive, visually present, and easy-to-use chat tool.

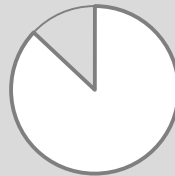
# Premium calculators are a norm while quality labels are missing among Swiss insurance companies



## Insurance premium calculator

CH: 87%

Internat.: 73%

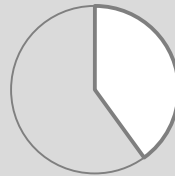
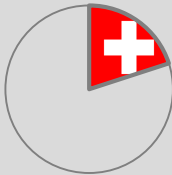


Share of insurance companies with an insurance premium calculator on their website.

## Insurance quality labels

CH: 20%

Internat.: 40%



Share of insurance companies with one or more quality labels on their website.

The screenshot displays the AXA website interface for car insurance. It features a progress bar with four steps: 1. Fahrzeugsuche (Vehicle search), 2. Angaben (Details), 3. Preise (Prices), and 4. Adresse (Address). The 'Fahrzeugsuche' step is currently active. Below the progress bar, there are input fields for 'Fahrzeugsuche über:' with options for 'Marke/Modell' (selected) and 'Fahrzeugkategorie'. There are also dropdown menus for 'erste Inverkehrsetzung' (date), 'Marke' (brand), and 'Bitte wählen' (select). A 'Calculate premium 2017' section is visible at the bottom, with fields for 'Postcode', 'Year of birth', and 'Gender', along with 'Calculate premium' and 'Insure family' buttons. A promotional banner for 'winterthur' is also present, with the text 'Mit nur 2 Angaben zu unseren Angeboten für Ihren Rechtsschutz' and a 'Prämie berechnen' button.

The majority of websites of the leading insurance companies in Switzerland (87%) and internationally (73%) offer a **premium calculation tool** on either their starting site or a lower webpage.

Interestingly, **insurance quality labels** are more common among international than Swiss insurance companies (CH: 20% Int.: 40%).



# Background information on the study



- **Sample:**
  - 15 Swiss insurance companies with the highest revenues and amount of premiums covered
  - 15 global insurance companies with the highest revenues amount of premiums covered (English- or German-speaking companies)
- **Analysis:** Corporate websites and presences on social as well as mobile media to determine the status of digital transformation for each brand.
- **Core idea:** The present spotlight already represents the 5<sup>th</sup> edition of the “Digital Marketing & Sales Channel Monitor” published by the Institute for Marketing at the University of St.Gallen since June 2015 (full overview, see [www.ifm.unisg.ch/digital-monitor](http://www.ifm.unisg.ch/digital-monitor)). Key goals are to...
  - Collect robust longitudinal data for a regular overview of the industry-specific status quo and development of digital marketing and sales integration.
  - Identify benchmarks and look into their success factors.
  - Provide advice on how to better leverage digital media in marketing and sales.

# Contact details for additional information



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# Data extract



	Mobile Webseite	Premium Calculation	Storefinder	Customer Service	Hotline	Chat	Quality Label	Facebook	Twitter	Youtube	Mobile App
1 Zurich Insurance	1	2	2	1	2	0	0	2	2	0	1
2 AXA / Winterthur Group	1	2	2	2	1	0	0	2	2	2	1
3 Swiss Life	1	1	2	2	2	1	0	2	2	2	0
4 Baloise	1	1	2	2	2	1	1	2	2	2	1
5 Helvetia	1	2	2	1	1	0	0	2	2	2	1
6 SUVA	0	0	2	2	2	0	0	2	2	2	1
7 Allianz Suisse	1	2	2	2	2	2	0	2	2	0	1
8 Mobiliar	1	2	2	2	1	0	0	2	0	2	1
9 Vaudoise Assurances	0	1	2	2	2	0	0	2	2	2	1
10 Generali Suisse	1	2	2	1	2	0	0	2	2	2	0
11 Visana	1	1	1	2	2	0	0	2	2	2	0
12 CSS	1	2	2	2	2	0	2	2	2	2	1
13 Helsana	1	2	1	1	1	0	0	2	2	2	1
14 Concordia	0	0	2	1	2	0	0	0	0	0	1
15 Swica	1	2	1	2	2	0	2	2	2	2	1
16 AXA	1	1	2	2	2	0	0	2	0	0	1
17 Allianz	1	1	2	1	1	0	0	2	2	2	1
18 Metlife	0	0	0	1	1	0	0	0	0	0	1
19 Prudential Financial	1	1	1	1	1	0	0	0	0	0	0
20 Legal & General	1	1	1	1	1	0	0	2	2	2	1
21 Aviva	1	2	0	1	1	1	1	2	2	2	1
22 Geico, Berkshire Hathaway	1	2	2	1	1	1	0	2	2	2	0
23 Assicurazoni Generali	1	0	1	0	0	0	0	2	2	2	1
24 Manulife Financial	1	1	0	1	0	0	2	2	2	2	1
25 ARAG	1	2	1	2	2	0	2	2	2	2	1
26 Aegon	1	0	0	1	1	0	0	2	2	2	1
27 Standard Life	0	2	0	1	1	0	2	2	2	2	1
28 HDI Versicherungen	0	2	2	2	2	0	2	0	0	0	1
29 ERGO Group	1	1	2	2	2	2	2	2	2	2	1
30 Chubb Ltd	0	0	1	0	0	0	0	2	2	0	1

0 = no, 1 = yes / 0 = no, 1 = deeper level, 2 = link on home page