

Insurance Agency Digitization

Sira Sissoko : 2-2 minutes : 3/27/2024

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Elevator Pitch



Definition: Agency Digitization offering enables insurers to attract, retain and empower the best agents and become preferred partners by empowering agents to pivot to a digital advisory model via digital marketing, digital engagement, and digital collaboration tools.



Why Capgemini? Capgemini has an extensive digital technology partner ecosystem, a global delivery model, and strategic accelerators along with being a thought leader in the distribution space



Barriers: The main barriers are that insurers have typically focused more on digitizing their distribution networks on an opportunistic basis instead of a holistic, strategic approach



External Recognition: None so far



Did You Know? We helped Chubb create a next-generation broker portal using a low-code/no code platform with self-service capabilities for brokers to apply tailoring and business rules at geo level.



Best-in-class partnerships: Adobe, Salesforce, Microsoft, Yext



Did You Know? We helped Farmers implement the Salesforce Financial Services Cloud to improve lead management for agents and enhance productivity.



Our Offer Stack:

- **Digital Marketing** - Content and Campaign Management, Lead Generation, SEO Management, Customized agent microsites, Analytics & Reporting
- **Digital Engagement** - Real-time lead alerts, AI Chatbot and Agent Live Chat, Audio/video call, Co-browsing, Advisory insights
- **Digital Collaboration** - Digitized quote to bind, Knowledge Management, Billing and Book Mgmt.

Key documents

CLIENT_DECK_Insurance Agency Digitization Feb2022

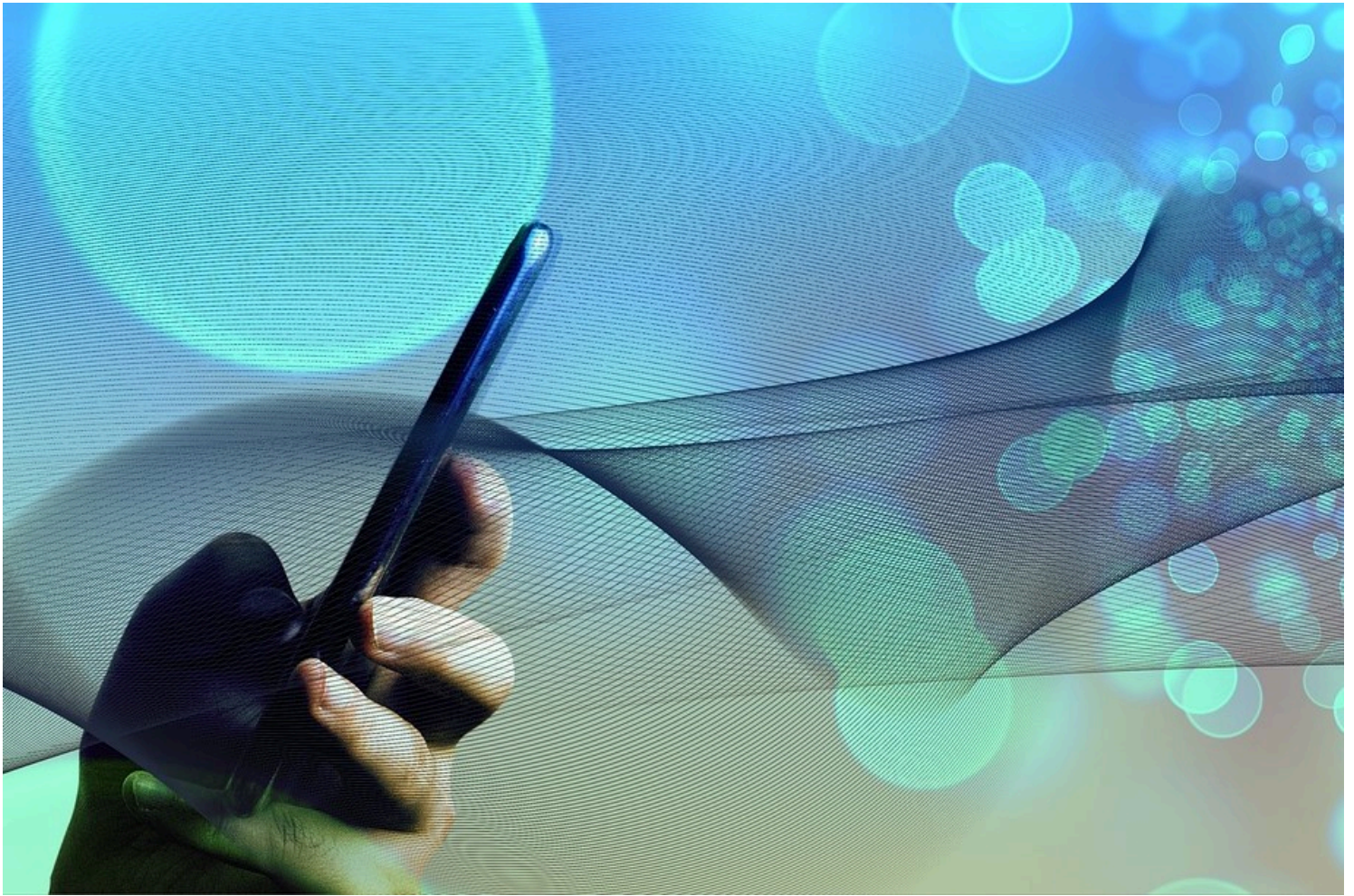
Insurance Agency Digitization Overview Feb 2022

BOMS BATTLECARD – Agency Digitization Feb 2022

Go To Market Documents

[Click here to open the offer assets](#)

Service Offerings



Offer Owner

Person responsible for offer.

X-PORT Page Editors

Should you see anything on this page that needs changing, please contact the X-PORT PAGE EDITORS

Partners

GTM Tools that are available to better manage your Sales Campaign

Sorry, no related use cases found.

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