

Bank | Forsikring | Pension

Alm
Brand

PRIVAT FORSIKRING / INNOVATION

Design Challenge

Aarhus Universitet



Agenda

-
- 1.** Who is Alm. Brand ?

 - 2.** Trends and circumstances

 - 3.** Customer insights

 - 4.** The Design Challenge

 - 5.** Wrap up

 - 6.** Formalities
-

Who are we?



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Privat Insurance



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Who is Alm. Brand?

Alm. Brand

- Alm. Brand is a Danish financial service group doing business within banking, non-life insurance and life insurance.



1792

Was the year Alm.
Brand was founded by
the Royal Decree

60%

Is what Alm. Brand
owns of its own
shares

1,600

Employees are
working at the
headoffice and at our
23 branches

Alm. Brand – Private Insurance

- Private insurance is the group's core business targeting the Danish private customers, small and medium-sized enterprises, agricultural customers and the public sector.



300.000

Private Customers

917 DKKM

Profit before tax

10%

Market share

Preventive insurance



Preventive insurance

A good idea for both customers and insurance companies

- Nobody want an accident to happen
- Fewer claims → cheaper insurances

Areas of prevention

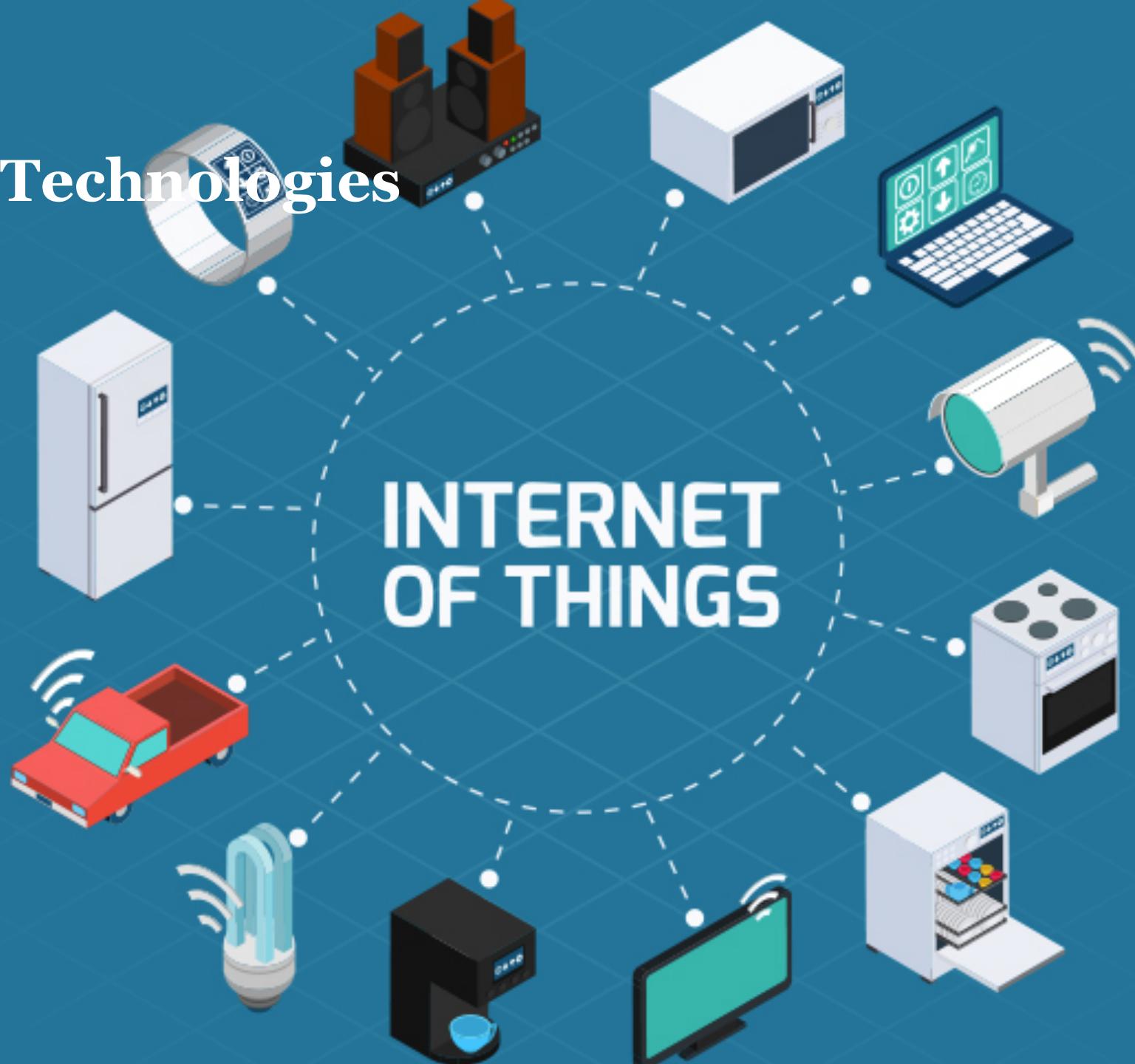
- Fire
- Water damage, broken pipes etc.
- Bad weather, storm, rain, snow
- Damaged and stolen cars
- Burglary and theft
- Cyber crimes
- Personal accidents, e.g. from skiing or bike accidents
- We are not looking at health insurance



Trends and circumstances

New Technologies

INTERNET
OF THINGS



Customer expectations & experiences



New restrictions - GDPR



General Data
Protection Regulation

New competitors

metromile

UNDO:

trōv

Lemonade

Vitality
Health · Life

Customer insights

Target groups

- Young adults
- Families
- Mature adults



Young adults

18-29 years, don't live with their parents

- Don't care too much about insurance and prevention.
- They are very price sensitive.
- They want personalized products and services.



Families

30-60 years, one or two adults with children

- Want to prevent life-threatening accidents.
- Interested in fire protection, traffic safety, and cyber prevention.
- They are price sensitive.
- Preventive products should be easy to understand and install.
- Safety and more time with their family is most important.



Mature adults

60+ years, lives without children

- Are very much into preventive products.
- Care about feeling safe and protect themselves and their home.
- Care about health and wellness.
- They are not as price sensitive



General barriers

- Customers will only want to prevent if it's easy to do and not too expensive.
- Customers who have not experienced an injury lack incentive to prevent future damage.
- Customers are not too keen on sharing their data because they are afraid of what we would use the data for.
- No customer would like the cost of their insurance to be dependent on how good they are at preventing accidents.



Design Challenge

Preventive customer behaviour

- How do we get our customers to be proactive and prevent accidents through IoT or other technological solutions?
- How do we make preventive actions and investments easy to understand, joyful and educational?



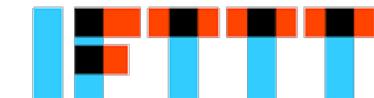
Case: Realdania and the invisible indoor climate

- Is it possible to create preventive behaviour through understanding?
- Læs om casen på kl.7s blog:

<https://kl7.dk/hvordan-redder-vi-indeklimaet/>

<https://kl7.dk/hvordan-redder-vi-indeklimaet-2/>

<https://kl7.dk/usund-luft-danske-boernevaerelser-3af3/>



Case: Vitality Health Insurance

- Is it possible to create preventive behaviour as a side effect to other motivations?

Private health insurance
that rewards you for being
healthy

[Apple Watch Offer](#) £0 upfront for Apple Watch Series 3 GPS 38mm or
Apple Watch Nike+ Series 3 GPS 38mm. Nothing more to pay if you stay
active with Vitality. Offer ends 31 Dec 17. Terms and conditions apply*.

Get a quote 



Preventive insurance products

- How might new product/service offerings look when they are proactive instead of reactive?
- In what way should preventive products be part of the insurance offering in order to create safety for the customers?
- How do we incorporate preventive products and technology in our insurances, in a joyful and educational way?



Case: SOS Smart Vejhjælp

<https://www.youtube.com/watch?v=jqD9MDAdnTE>

Ethics of data sharing

- How might personal data be collected in an ethical responsible ways?
- How should data be shared between customers and insurance companies, in ways that make customers feel safe and secure?
- How do we create control, transparency and value for the customers in a data sharing situation?





Good data sharing behaviour

- Explain the benefits that customers will receive
- Give customers full control over the types of data they share
- Tools that easily allow customers to edit their privacy settings

Case: Dansk Bank Mobilbank

DINE PERSONLIGE OPLYSNINGER

-  Kontaktoplysninger
Telefon, e-mail, adresse
Senest opdateret: 23.05.2013
-  Husstand
Familie, job og uddannelse
Senest opdateret: 23.05.2018
-  Indkomst og gæld
Fast indkomst og gæld
Senest opdateret: 25.04.2016
-  Bolig
Boligtype og ejerforhold
Senest opdateret: 18.10.2014
-  Transport
Transportmidler og ejerforhold
Senest opdateret: 31.01.2019

DOKUMENTER

-  Dokumenter
Få overblik over dine dokumenter

Forside Beskeder Udforsk Profil Mere

Samtykker

SAMTYKKER

- Tillad kontakt fra Danske Bank
Telefon: Tilladt
SMS: Ikke tilladt
E-mail: Tilladt

TILLAD UDVEKSLING AF OPLYSNINGER

- Engangssamtykke til Skatteforvaltningen
Giv din rådgiver adgang til din årsopgørelse og løn de seneste 3 måneder. Kræver NemID.
- Tillad udveksling af oplysninger i koncernen
Tilladt
Du kan få rådgivning om hele din økonomi, når du lader Danske Bank, Realkredit Danmark og Danica Pension udveksle oplysninger om dig.
- Tillad oplysninger til Danske Forsikring
Ikke tilladt
Tillad at Danske Bank må give dit navn, adresse og CPR-nr. til Danske Forsikring. Det gør det samtidig muligt for dig at se dine forsikringer i netbanken.

Tillad kontakt fra Danske Bank

Her kan du give os tilladelse til at kontakte dig. På den måde kan du få relevante råd og nyheder om produkter og services indenfor daglig økonomi, bolig, lån, kredit, pension og investering.

Tillad telefonopkald

Tillad sms

Tillad e-mail

Du kan til enhver tid tilbagekalde dit samtykke i mobilbanken, netbanken eller ved at kontakte os.

Wrap up

Wrap up

Trends

- Internet of Things
- Customer expectations
- Data transparency and privacy

Customers

- Three target groups
- Barriers to prevention

Design challenge

- Preventive customer behaviour
- Preventive insurance products
- Data transparency and privacy



Formalities

Formalities

- Feedback session: 14-15 March
 - Us and one UX designer, Rikke Mørck Lichinger
- Feedback session: 3-4 April
 - Us and two UX designers, Rikke Mørck Lichinger and Simon McGilbray
- Design Conference: 14 May
 - Us, UX and Directors, Pia Holm Steffensen and Brian Wahl Olsen

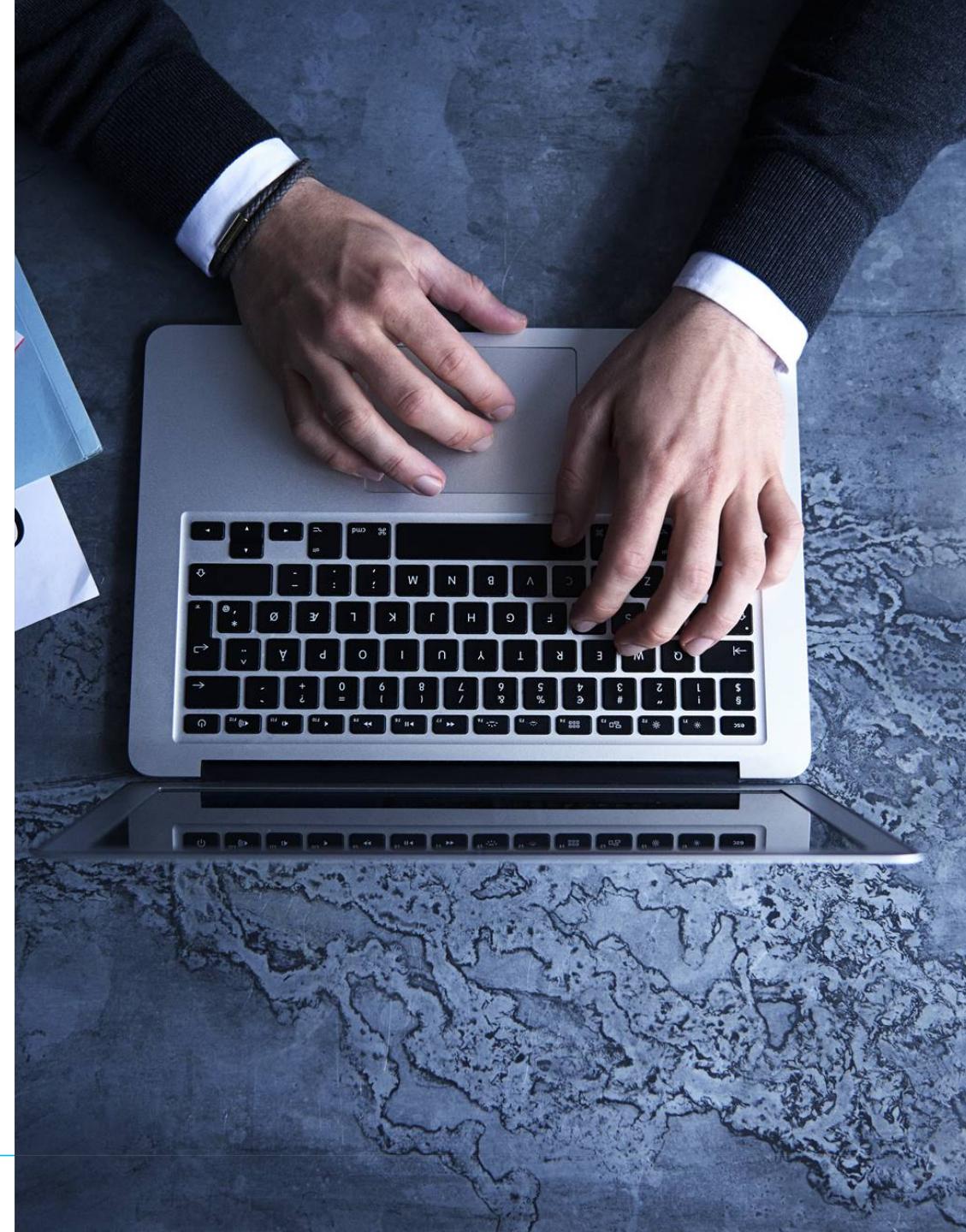


Formalities

- If you need help please contact us through e-mail. Write "design challenge" in the subject section.
- You will not work with sensitive data, but please consider use of our brand.

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Tak