

PTOLEMUS Consulting Group

# Capturing the new trends in motor insurance

FIA - Marketing & management workshop

Vienna - November 8<sup>th</sup>, 2017



# This workshop will help you build your high level telematics value propositions

- We have identified **2 major visions for Automobile Clubs in telematics services**:
  1. Providing **connected roadside assistance / predictive maintenance services**
  2. Offering **usage-based insurance products**
- We will **split the audience** into **5 groups of 7-8 persons from different clubs**
- Each group will build its initial **value propositions** in order to achieve each of this telematics vision **by using our proposed framework & methodology**
- We will give you a list of the **10 to 12 most important criteria to build each value proposition** and you will have to make you own choices for each criteria depending on your target customers, service, technologies, etc.
- Then, each group will **present its 2 value propositions** and **summarise them into 1-2 sentences** to explain and justify its different choices to the audience
- We will provide you with **our comments on your value propositions** - 2 minutes by group
- All participants from the audience will rate each value proposition by evaluating **its quality, relevance for its market and interest for its club**



## We will split the audience by group of 7-8 people and each of them will build its value propositions for different telematics visions

- Introduction & methodology - 15 minutes
- Preparation of your value propositions - 30 minutes
  - Each group will work on these **2 visions** and will be asked to build a **value proposition** in order to achieve each vision **by using our proposed framework**
- Presentation of your value proposition & debrief - 40 minutes
  - Each group will **present its 2 value propositions** and **summarise them into 1-2 sentences** to explain its different choices - 3 minutes by group
  - We will provide you with **our feedbacks on each value proposition** - 2 minutes by group
  - All participants in the audience will rate each value proposition by evaluating **its quality, relevance for its market and interest for its club**
- Conclusions & next steps - 5 minutes



# You will work by group of 7 to 8 people

Group 1	<ul style="list-style-type: none"> <li>• <b>Sokol Duma</b> - ACA Albania - Secretary for Sport - Albania</li> <li>• <b>Eridon Lameborshi</b> - ACA Albania - Assistant General Secretary - Albania</li> <li>• <b>Bajram Muca</b> - ACA Albania - Club Correspondent - Albania</li> <li>• <b>Peter Hergovits</b> - ASA Club - Correspondent - Slovakia</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Kornelia Pulay</b> - MAK Manager International Affairs - Hungary</li> <li>• <b>Ivaylo Ivanov</b> - UAB IT Secretary - Bulgaria</li> <li>• <b>Ivaylo Tarpanov</b> - UAB Marketing Director - Bulgaria</li> <li>• <b>Roman Turza</b> - UAMK Strategic Development Director - Czech Republic</li> </ul>
Group 2	<ul style="list-style-type: none"> <li>• <b>Maria Valeria Cipollone</b> - ACI - foreign relations office - Italy</li> <li>• <b>Irena Minovska</b> - AMSM - Strategic Manager - Macedonia</li> <li>• <b>Giulia Miotto</b> - FIA - Project and Events Manager - Belgium</li> <li>• <b>Gorana Bolanca</b> - HAK - Head of Membership Department - Croatia</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Ivana Javor</b> - HAK - Associate in membership department - Croatia</li> <li>• <b>Alan Vojvodic</b> - HAK - Head of Membership Sector - Croatia</li> <li>• <b>Jasmina Sunjic</b> - OAMTC - Head of Product Marketing - Austria</li> </ul>
Group 3	<ul style="list-style-type: none"> <li>• <b>Malgorzata Gobber</b> - ACA France - Marketing account executive - France</li> <li>• <b>Jean-Claude Juchem</b> - ACL - Chief Executive Officer - Luxembourg</li> <li>• <b>Aleid Lieshout</b> - ANWB - Communications Executive - Netherlands</li> <li>• <b>Matthieu Noel</b> - PTOLEMUS - Manager - France</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Mirjam Gosetti</b> - TCS - Head of sales and customer services - Switzerland</li> <li>• <b>Markus Kummer</b> - TCS - Head Market &amp; Product Management - Switzerland</li> <li>• <b>Dierk Schehrer</b> - TCS - Head of Marketing - Switzerland</li> </ul>
Group 4	<ul style="list-style-type: none"> <li>• <b>Ada Mesic</b> - BIHAMK - Membership department - Assistant specialist - Bosnia and Herzegovina</li> <li>• <b>Zlatan Velic</b> - BIHAMK - Head of Membership and Marketing - Bosnia and Herzegovina</li> <li>• <b>Gabriel Simcic</b> - FIA Region I - Coordinator - Belgium</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Marzena Jougounoux</b> - PZM - Chief Road Safety Specialist &amp; FIA Club Correspondent - Poland</li> <li>• <b>Hamza Beciri</b> - SHAMD - Executive Director - Kosovo</li> <li>• <b>Majlinda Mazelliu</b> - SHAMD - Club Correspondent - Kosovo</li> <li>• <b>Fisnik Morina</b> - SHAMD - President - Kosovo</li> <li>• <b>Edona Peci</b> - SHAMD - Foreign Affairs Officer - Kosovo</li> </ul>
Group 5	<ul style="list-style-type: none"> <li>• <b>Taina Saari</b> - AL - Marketing Manager - Finland</li> <li>• <b>Afag Huseynli</b> - AMAK - Director of Strategy and Mobility - Azerbaijan</li> <li>• <b>Vusal Rajabli</b> - AMAK - President - Azerbaijan</li> <li>• <b>Damijan Andjelković</b> - AMZS - Director of AMZS insurance broker company - Slovenia</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Mateja Drobnc</b> - AMZS - Head of Membership - Slovenia</li> <li>• <b>Katy Kocet</b> - AMZS - Product Manager for insurance in AMZS insurance broker company - Slovenia</li> <li>• <b>Ana Zabkar</b> - AMZS - Senior Membership Organizer - Slovenia</li> <li>• <b>Thomas Hallauer</b> - PTOLEMUS - Director - UK</li> </ul>

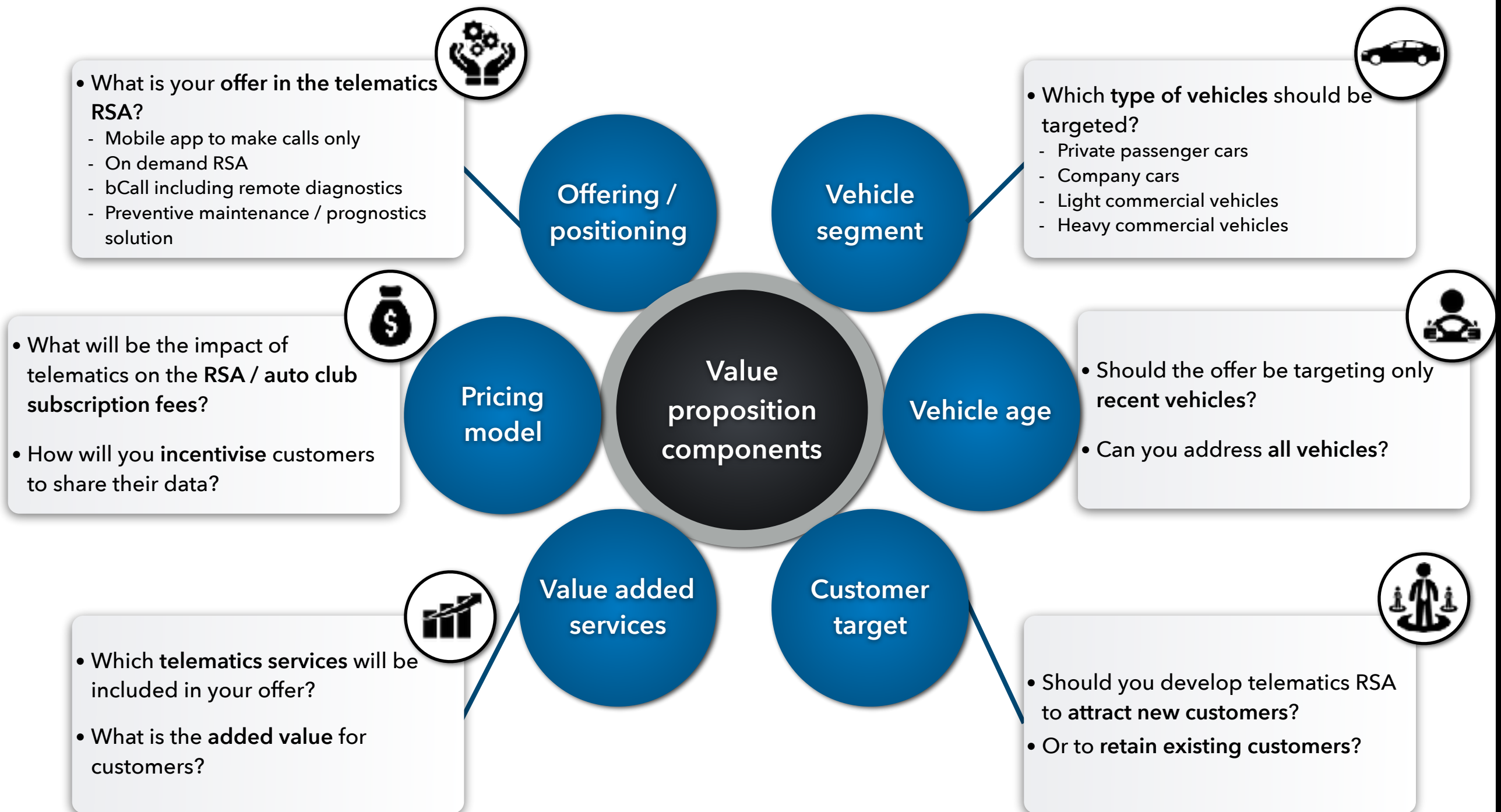
Please evaluate the value propositions from each group from 1 to 10 for their quality, relevance and interest for your club

Family name	First name	Club	Email address

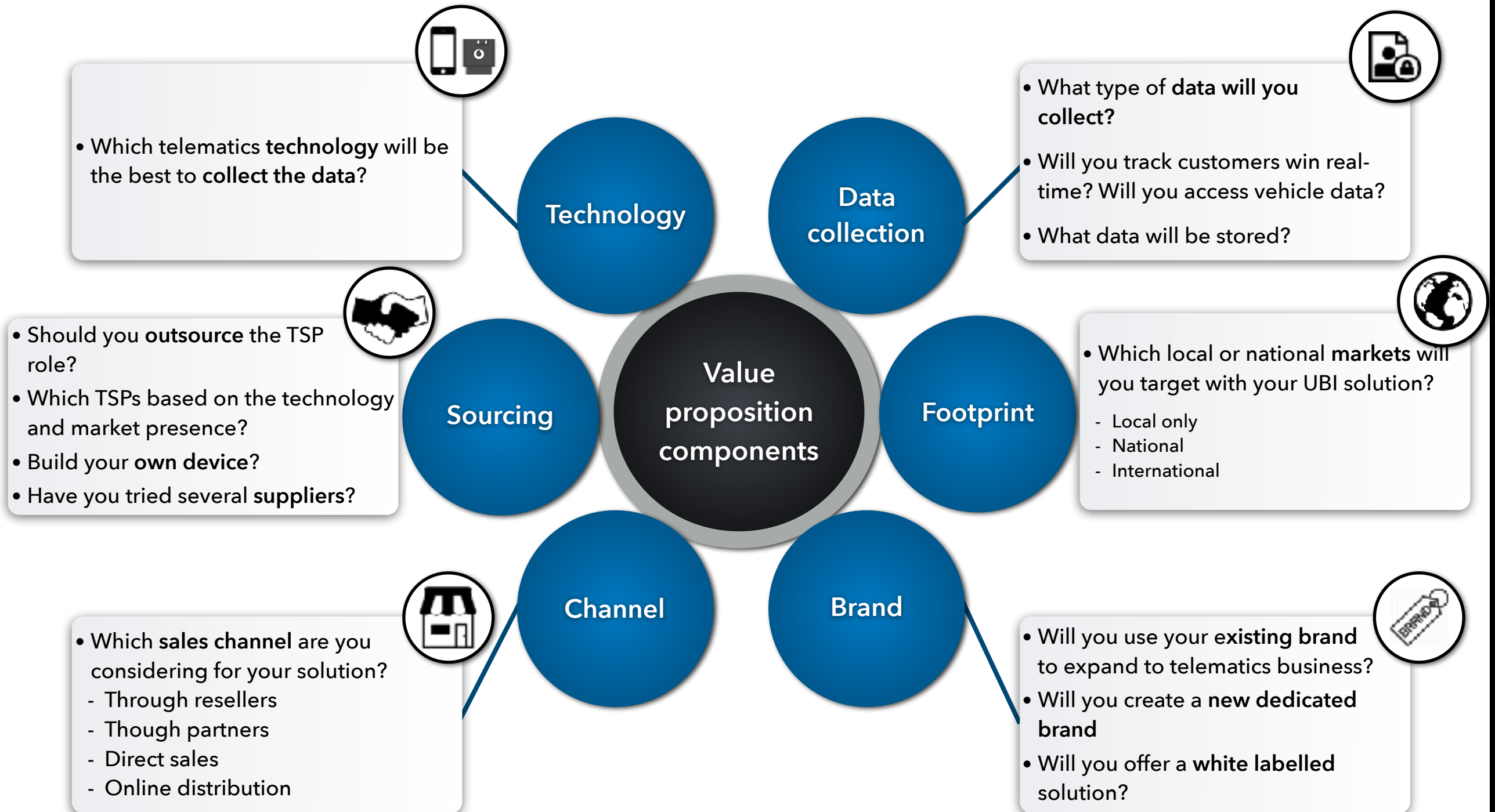
	Value propositions	Quality	Relevance for your market	Interest for your club
Group 1	Connected roadside assistance			
	Usage-based insurance			
Group 2	Connected roadside assistance			
	Usage-based insurance			
Group 3	Connected roadside assistance			
	Usage-based insurance			
Group 4	Connected roadside assistance			
	Usage-based insurance			
Group 5	Connected roadside assistance			
	Usage-based insurance			



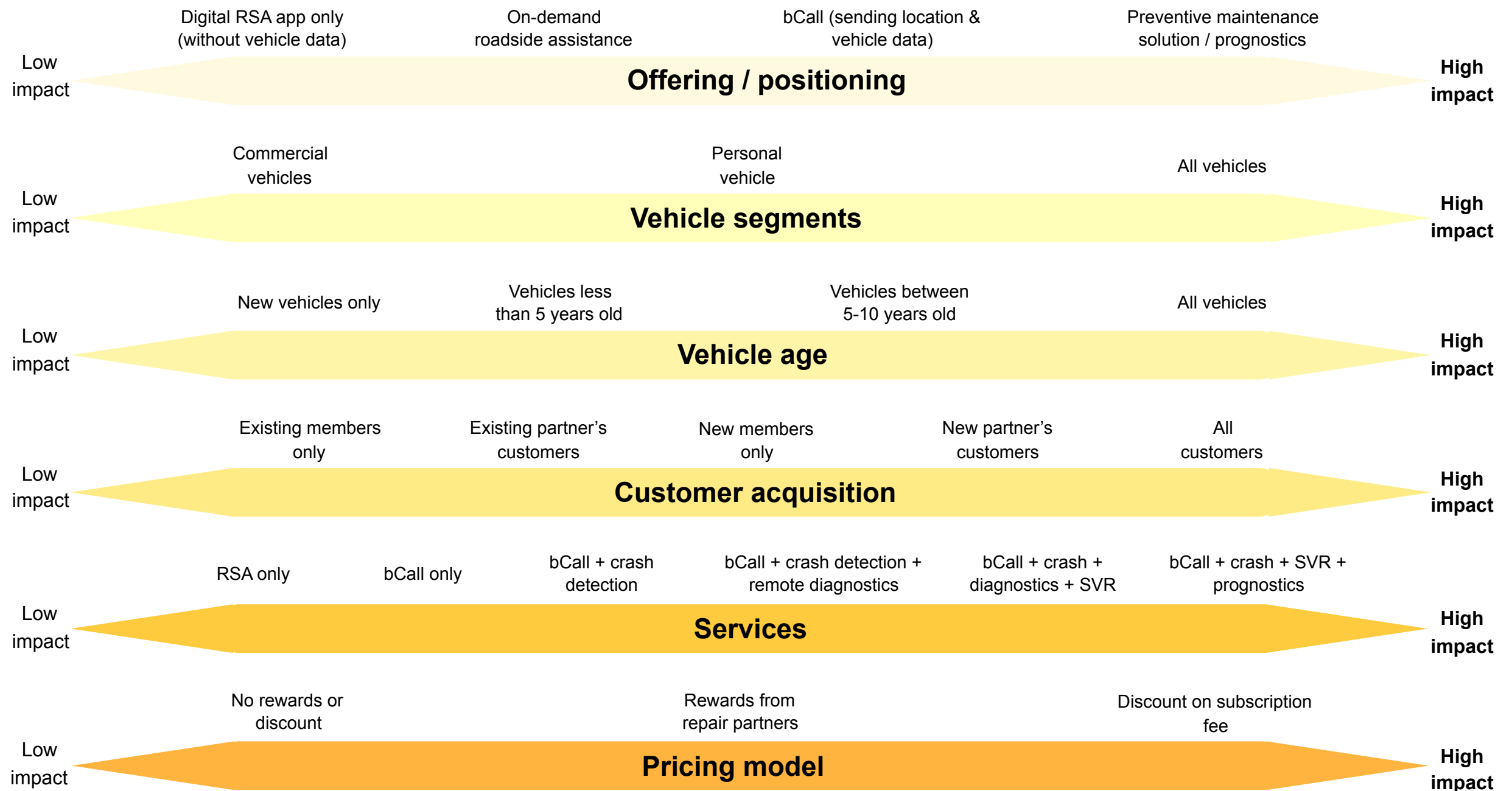
# Providing connected roadside assistance / predictive maintenance services: 12 components to get right (1/2)



# Providing connected roadside assistance / predictive maintenance services: 12 components to get right (2/2)

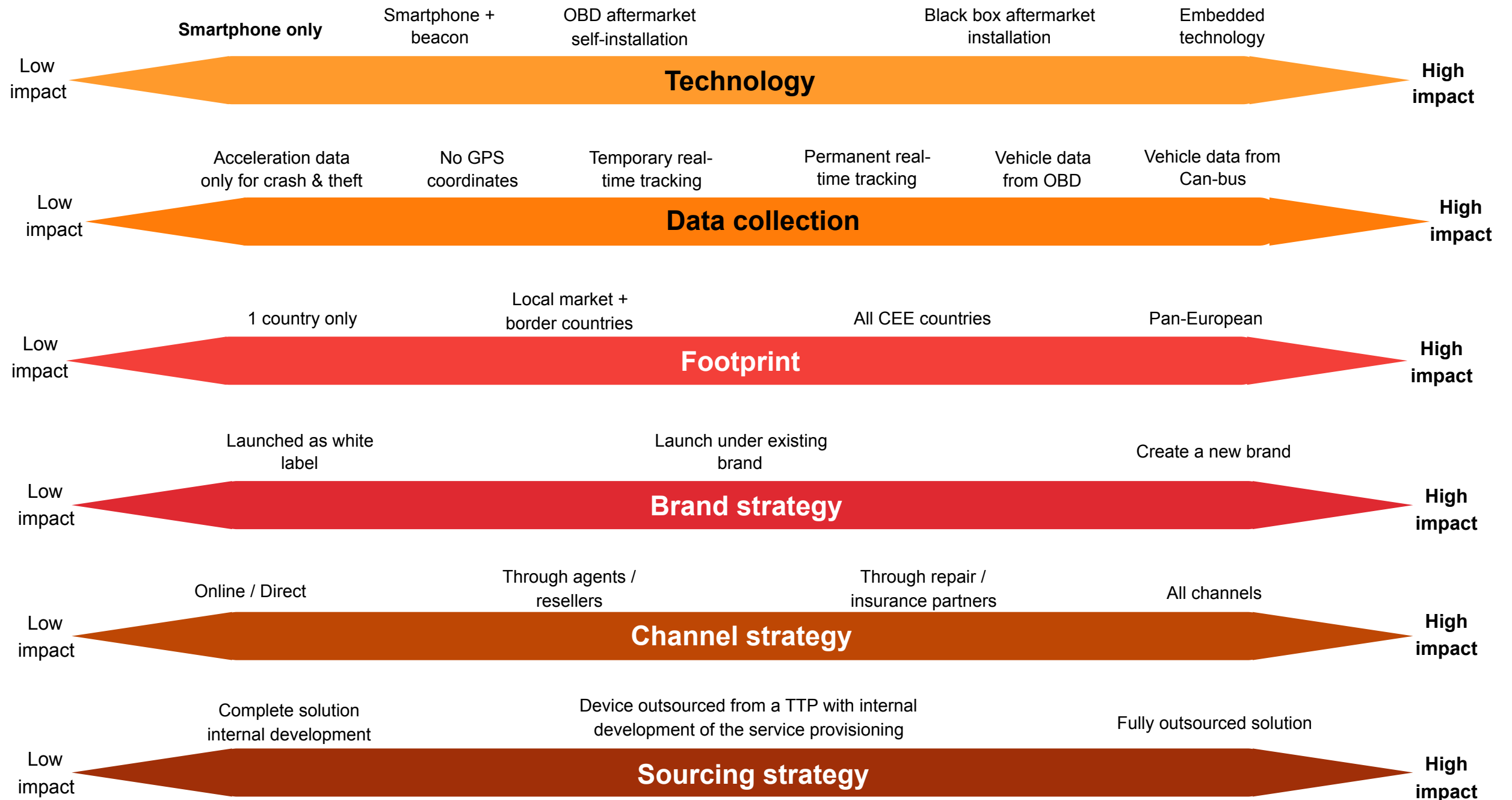


# Value proposition framework for vision #1 - Connected roadside assistance (1/2)

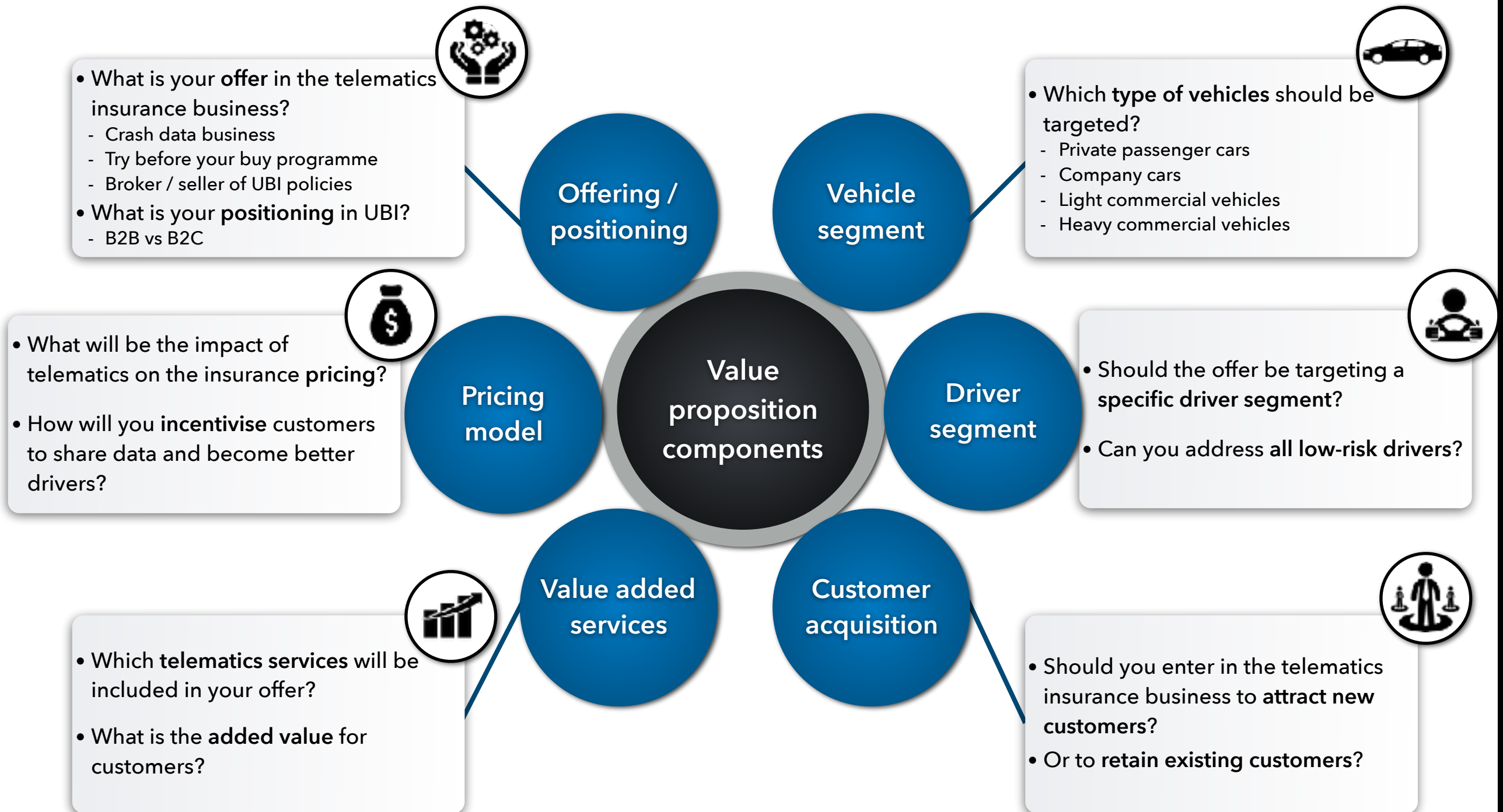




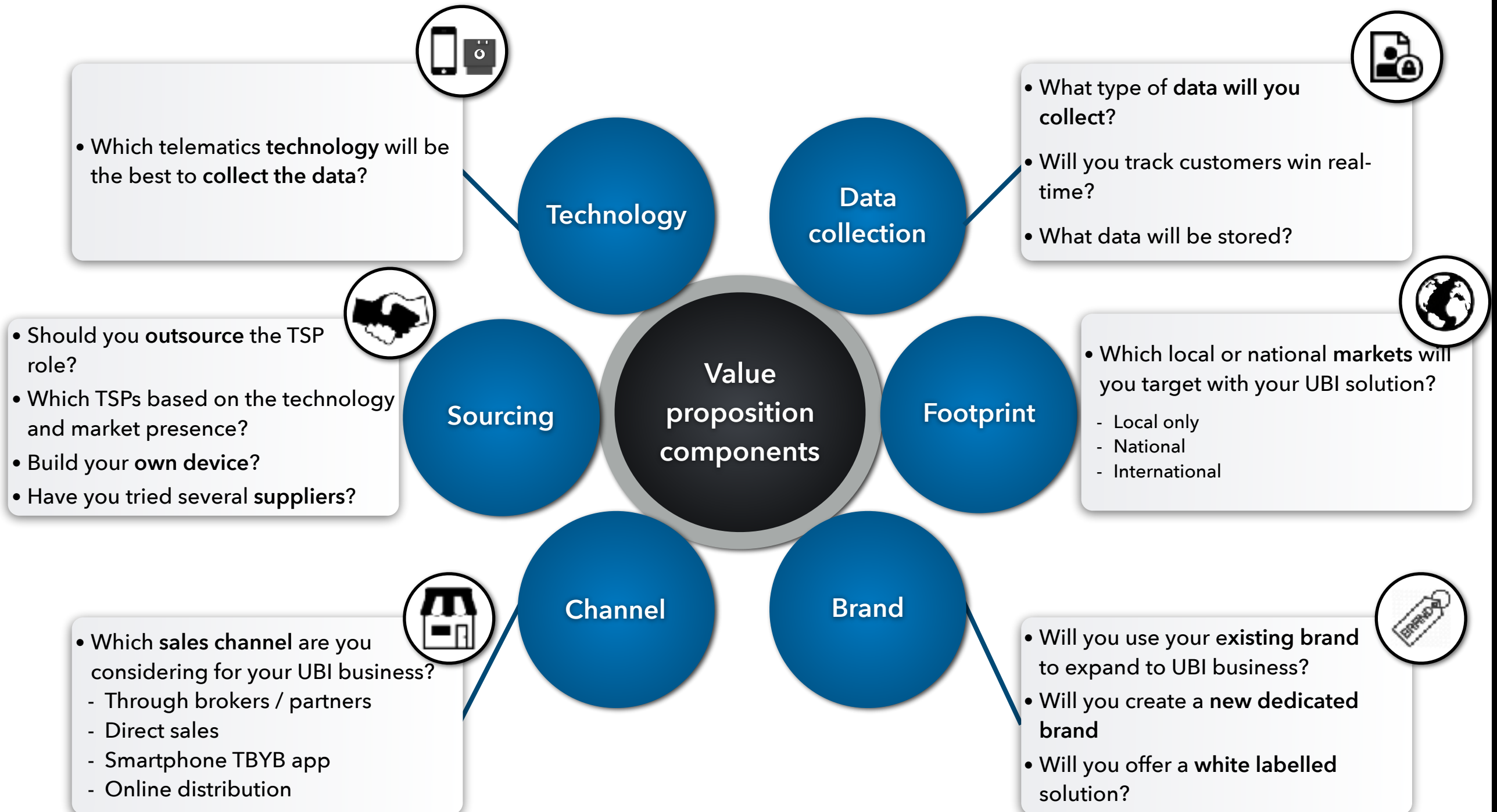
# Value proposition framework for vision #1 - Connected roadside assistance (2/2)



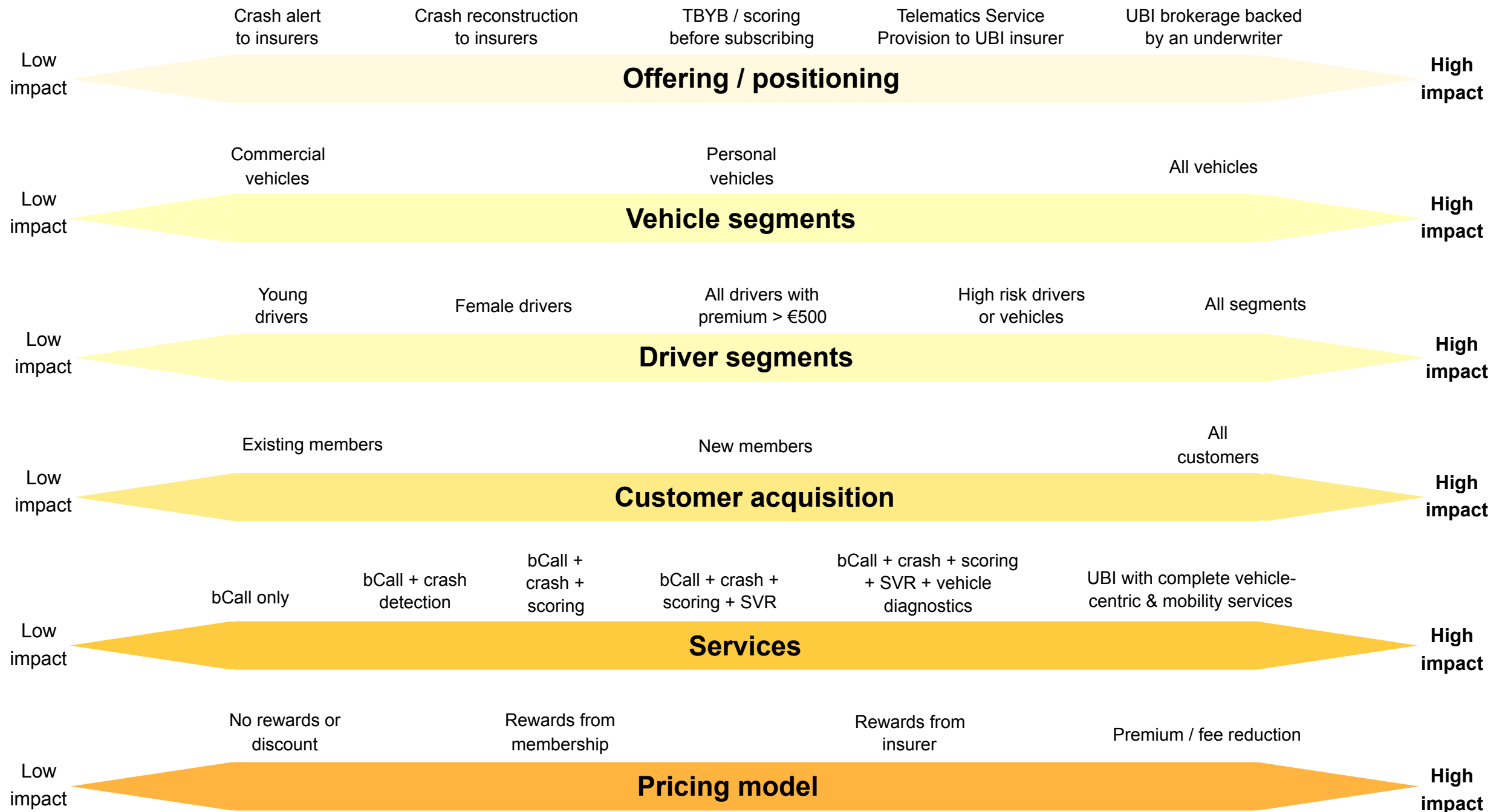
# Offering telematics insurance products: 12 components to get right (1/2)



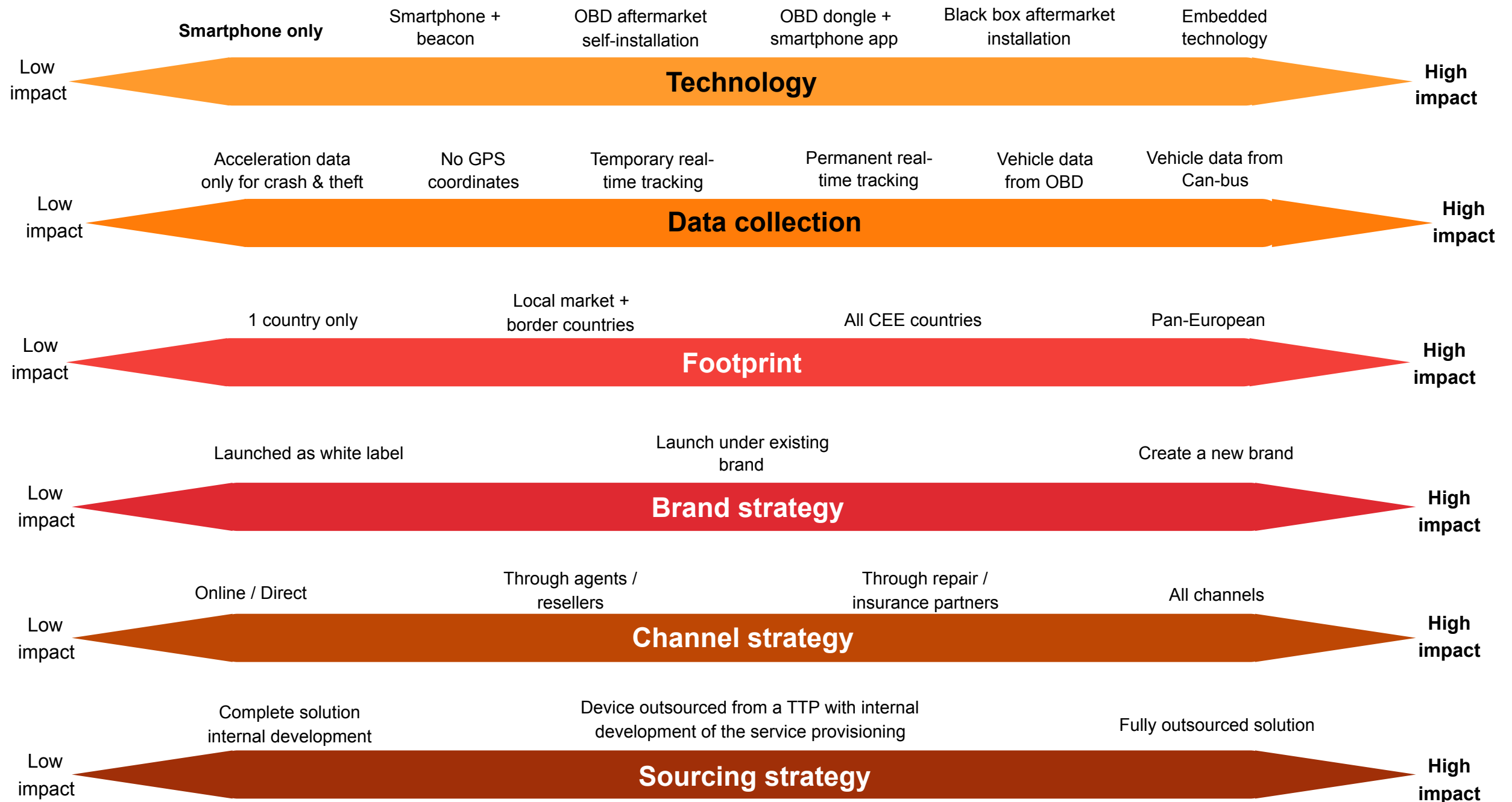
# Offering telematics insurance products: 12 components to get right (2/2)



# Value proposition framework for vision #2 - Telematics insurance (1/2)



# Value proposition framework for vision #2 - Telematics insurance (2/2)





## 2 groups come on top! but we can learn from everyone



### Results

Well done to the winners:

- Group 2: **"Don't worry drive happy"**
- Group 4: **"Pay what you should"**
- **"Don't worry drive happy"** was a connected roadside assistance programme based on an OBD device to provide **preventive maintenance** service. Members receive rewards for sending repairs to the right network.
- **"Pay what you should"** was full fledge service were members receive discounts on insurance and road side assistance based on the same OBD device. The programme would be developed in partnership with a technology provider and insurance brokers

## What we learned and need to keep in mind

- If you **outsource everything** you will benefit from the latest process and technology but will be dependant on the initial choice of partner and will potentially make no profit.
- **Try Before You Buy** offers are a great communication tool to inform your member and get them to test driver behaviour monitoring and the benefits they can earn. However, it brings no direct revenue so should be based on apps, not OBD dongles.
- One group started by **defining the technology and then the service** that could be derived from it. This is a strategical error many companies have faced. Always start with the customer, then the service you can provide and then define the technology you need to do that.
- **Remote diagnostics** is not easy but has been done before. Accessing the information from all types of vehicles will cost more. Be very precise about what you are guarantying the system can diagnose to about liability issues.
- **Prognostic / preventive diagnostics** is much harder and requires big data analytics in order to identify early the signs of a possible fault. Communicating to the driver that they need to act now while they do not have a problem will also be a challenge.
- Besides confusing the driver, **giving away too much** in your offer will make it unmanageable. So adding preventive maintenance, crash detection and PAYD drive insurance will probably not work.



# PTOLEMUS Consulting Group

Strategies for Mobile Companies



Brussels - Boston - Chicago - Hamburg -  
London - Milan - New York - Moscow - Paris

[contact@ptolemus.com](mailto:contact@ptolemus.com)

[www.ptolemus.com](http://www.ptolemus.com)

@PTOLEMUS

**Matthieu Noël, Manager**

**PTOLEMUS**

[mnoel@ptolemus.com](mailto:mnoel@ptolemus.com)

+33 6 13 34 70 56