

**Mobile
Insurance
Strategy
Ranking**

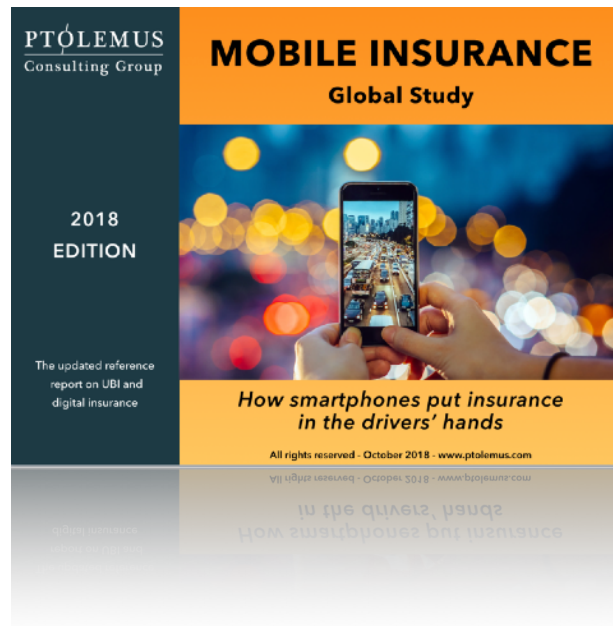
MOBILE INSURANCE

Global Study



***How smartphones put insurance
in the drivers' hands***

This company ranking is the result of the Mobile Insurance Global Study's research process



*A study already
purchased by 7 out of the
top 20 insurers worldwide*

- **The full study is a 600+ pages searchable document providing:**
 - A quantified assessment of the insurance app market based on the review of 245 apps
 - Best practices derived from successful real-world programmes
 - An analysis of the key insurance features and services evolution
 - Reward mechanisms
 - On-demand and parametric insurance
 - Mobile fleet insurance
 - Mobile crash and claims management
 - Risk-scoring of distracted driving
- **A global competitive analysis**
 - 26 insurance companies worldwide profiled
 - 30 insurance apps assessed and ranked
 - 15 Telematics Service Providers profiled and ranked
- **2018 - 2025 global UBI market projections**
 - Volumes and revenues
 - UBI and Mobile UBI
 - Device mix forecast
- **The study's scope is global but focused on the US and Europe** and with case studies on 2 spearheading markets: Italy and China
- **It makes an impact assessment of the key trends in mobile insurance:**
 - Changing value propositions

Our Mobile Insurance Ranking is based on the assessment of more than 200 insurance apps worldwide

- PTOLEMUS has been surveying the mobile insurance market for 8 years
- As part of our quarterly tracking of UBI programmes, we identified 245 mobile insurance schemes worldwide
- 26 insurance companies stood out for their innovation and experience
- We then analysed their mobile strategy, app offering and value propositions and compared them to determine trends and best practices globally
- The insurers were ranked based on **10 sub-scores** made from a total of **75 criteria**

Top 26 mobile insurers



All areas of the insurer's apps creation, execution and planning were assessed

We define 6 criteria to generate the star ratings

Purpose

- Is the app clear in its benefit definition and communication, does it provide clear advantages and do drivers receive what they have been promised?

Pathway

- Is the app containing an opportunity for further services and are these available from the start. Is the structure of the app including or able to include future options and features such as claims or cross-line sales

User Interface (UI)

- Is the app designed in a way that the target market will appreciate?
- Are accessibility issues looked after, for example in understanding the driving score
- Is the app easy to use, including features such as auto-start or manual trip editing

Features

- What key features and services are included in the app. This includes a long list of potential functions such as account management, renewal, value added services but also distraction, claims management and gamification.

Discounts and rewards

- The strategy that app uses to provide incentive to the driver. How these incentives are presented and distributed, their nature, frequency and how appropriate they are for the segment.

Scoring

- An in-depth analysis of the criteria recorded and used to score. The balance between specific criteria that have interdependence and what sub-scores are provided to the drivers.

Out of 130 vendors, we short-listed the 26 most advanced

- We benchmarked the technical and strategy offering of **130 telematics service providers**
- Out of those, we analysed 26 with activity in the mobile UBI segment and profiled 15
- The TSPs were ranked based on **10 sub-scores** made from a total of **57 criteria**
- **Apps were also ranked individually.** Both insurers and vendors scores were impacted by the resulting apps rating.

Top 26 mobile insurance vendors



Similarly, we assessed the TSPs along key determining factors

We define 4 groups of criteria to generate the star ratings

Offering

- Not only the range of service, but also models and the ability to go beyond providing an SDK. Also the type of features offered including claims, fraud, gamification

Technical abilities

- How is the TSP able to recognise and handle distraction, how is battery consumption managed, technical options to deal with driver ID, Trip ID and data safety to name but a few.

Scoring

- The type of dataset used, the quality of the analytics. The types of events and parameters included in the scoring methodology.

Experience

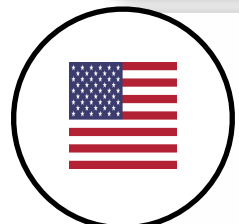
- Not only the volume of active users today but the historical path and progression rate. The viability of the company, its global footprint and its dedication to keep innovating.

Mobile insurance best practices – US and global markets



Desjardins offers a wide variety of insurance policy services and other innovative value-added services to their policyholders via mobile apps. Some services are also available to non-members, which further

extends their reach and can generate additional insurance and banking leads. They are a leader in this space.



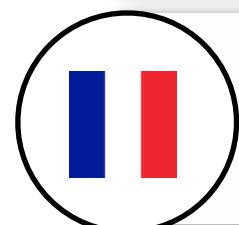
Allstate offers a compelling mobile value proposition to customers and prospects, with a good variety of core policy services and other value-added services. Allstate could reduce clutter in the

app stores by removing obsolete apps or merging those features into the corporate app, like Drivewise.



Discovery was one of the first carrier to deploy insurance telematics and is still the leader in monitored health applications. The company has

managed early to make a move in exporting their know-how and platform. Something that Allstate, Generali, and Allianz are now emulating.



AXA is on the path to becoming a mobile-first insurance company armed with a well-integrated global mobile strategy that features

compelling offers, frequent updates, and consistent communication and marketing.



Ping An offers a wide range of cross-line insurance policy services using a few super apps, as well as a number of creative value

added apps across all lines. PingAn's integration of services into its own ecosystem including payment and communication is exemplar.



Although GEICO does not have an UBI app and was not ranked, its overall mobile insurance strategy is still stellar –

GEICO offers 10 mobile services that are not available in any other platforms – a true sign of mobile innovation.

Mobile insurance strategy ranking Europe



Mobile insurance strategy ranking USA



Mobile insurance strategy ranking: Asia, Middle East and Africa



Mobile insurance app ranking Europe



Mobile insurance app ranking USA



Mobile insurance app ranking Asia, Middle East, Africa



Telematics service provider ranking: Europe



Telematics service provider ranking: USA



The first strategy consulting & research firm entirely focused on augmented mobility & automation

Strategy consulting services



Market research services



Fields of expertise

Mobility services	Car pooling Car sharing Smart parking	Multimodal mobility Ride hailing	Road side assistance Tax refund
Vehicle services & telematics	bCall eCall FMS SVT / SVR	Tracking VRM In-car Wi-Fi Fuel cards	Parking Navigation Speed cameras Traffic information
Usage-based charging	Car As A Service Electronic Toll Collection	Mobility-as-a-Service Road charging	UBI / PAYD Vehicle rental Vehicle leasing
Vehicle data & analytics	AI CAN-bus Crowd-sourcing Data protection	Driving behaviour OBD Predictive analytics	Remote diagnostics xFCD
Vehicle automation	ADAS	Autonomous cars	Autonomous trucks
Enabling technologies	Positioning (GNSS / WiFi / cellular)	M2M / connectivity Smartphones	Telematic devices V2X

Our clients come from across the mobility ecosystem

Analytics, maps & applications providers



Automotive manufacturers & suppliers



Telematics solution providers



Mobile telecom operators



Fleet & fuel, ITS & regulators



Device & location suppliers



Insurers, aggregators & assistance providers



Banks & private equity investors



PTOLEMUS

Consulting Group

Brussels - Boston - Chicago - London
- Milan - Moscow - Paris - Toronto

contact@ptolemus.com

www.ptolemus.com

@PTOLEMUS

For more information,
contact Thomas Hallauer at thomas@ptolemus.com