

A man wearing a white cap and a dark jacket is fishing from a boat. He is holding a fishing rod that is bent, indicating a catch. The background shows a sunset over the ocean with the sun low on the horizon, creating a golden glow. The sky is blue with some clouds.

Innovation @ American Modern®

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VIDEO –

Apple “Think Different” - Steve Jobs-Narrated Version

<https://www.youtube.com/watch?v=GEPHLqwKo6g>

Agenda

01

Industry Trends

02

Munich Re Innovation

03

Innovation @ American Modern

04

Q&A

Industry trends are starting to stabilize ... incumbents are engaging and startups are maturing



Artificial Intelligence /
Machine Learning



Internet of Things



Drones



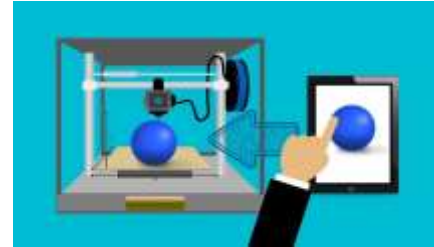
Robotics



Augmented Reality



Virtual Reality

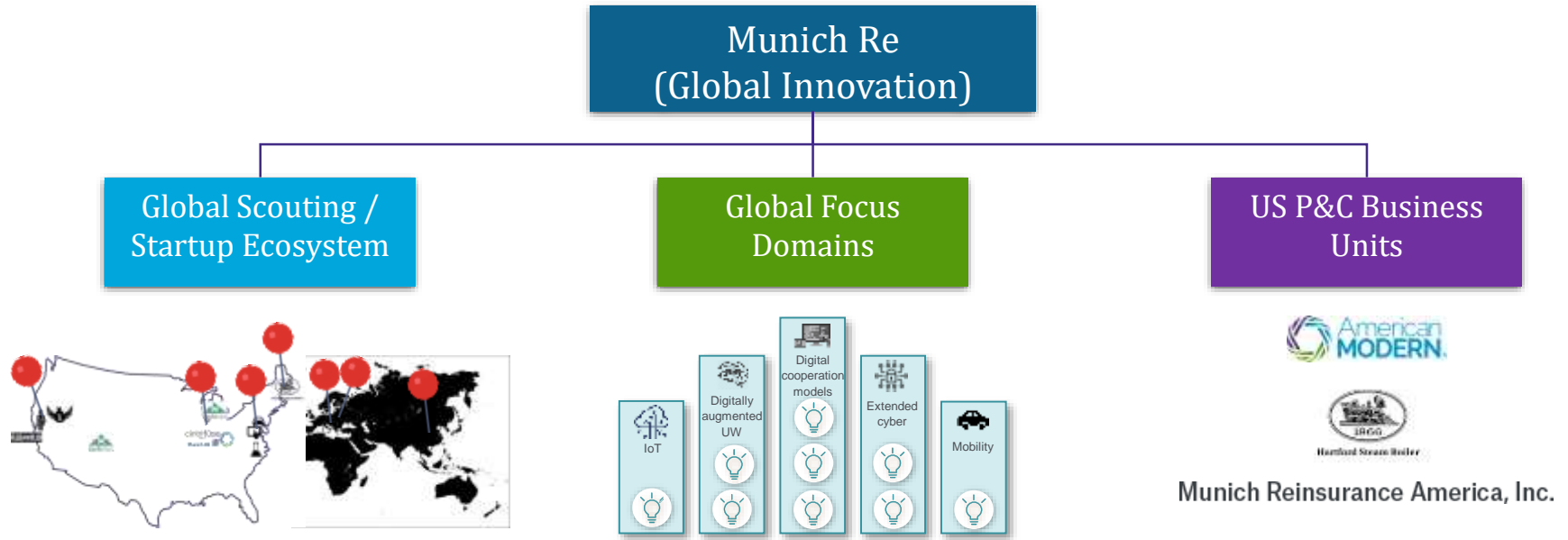


3-D Printing



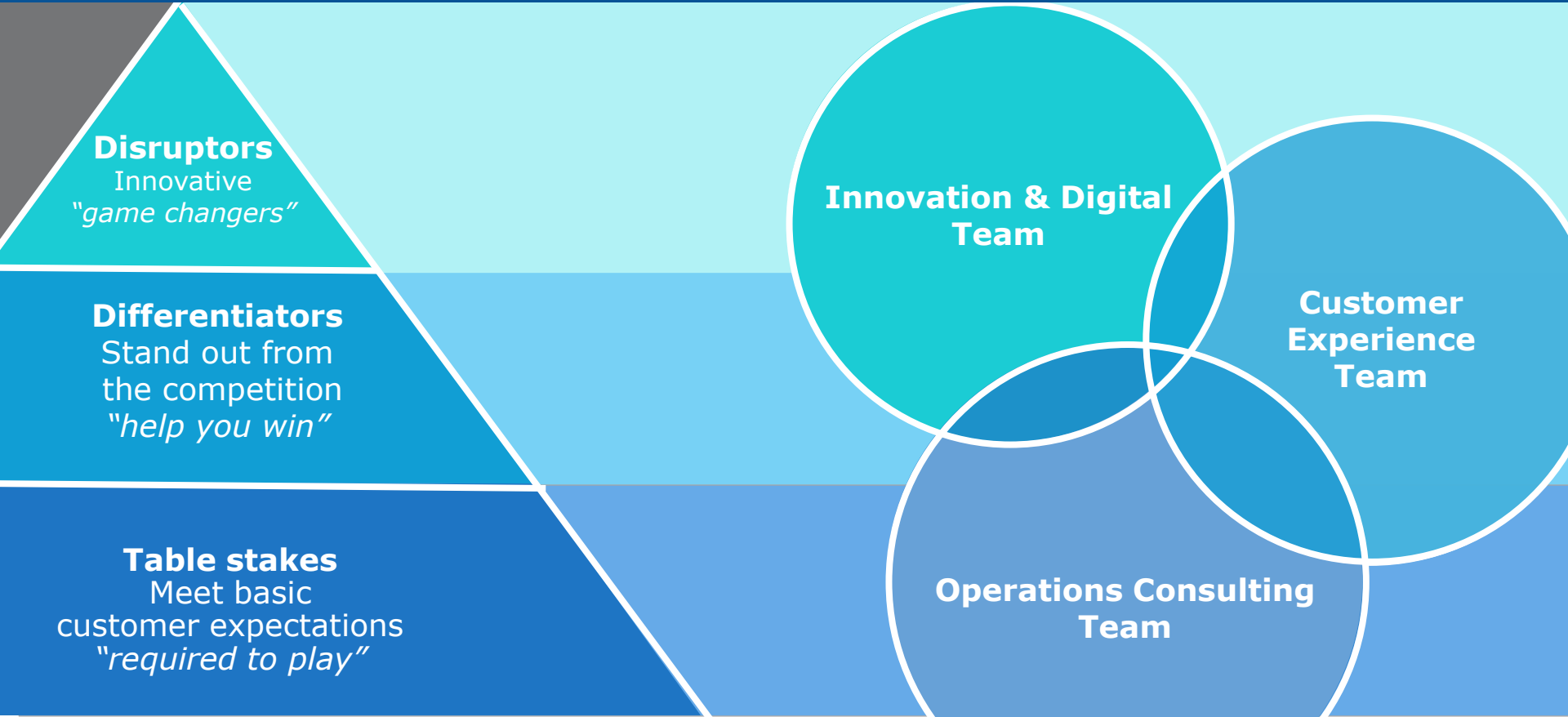
Blockchain

Munich Re has a global innovation outreach spanning front-end access to business-unit execution



American Modern has a significant engagement in the Munich Re Innovation ecosystem

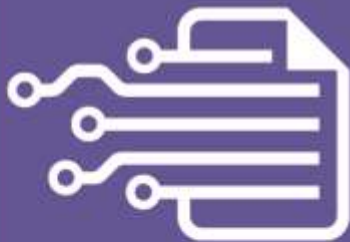
Innovation: Disrupt and Differentiate



INSURANCE REIMAGINED



Cultural
Integration



Digital
Solutions



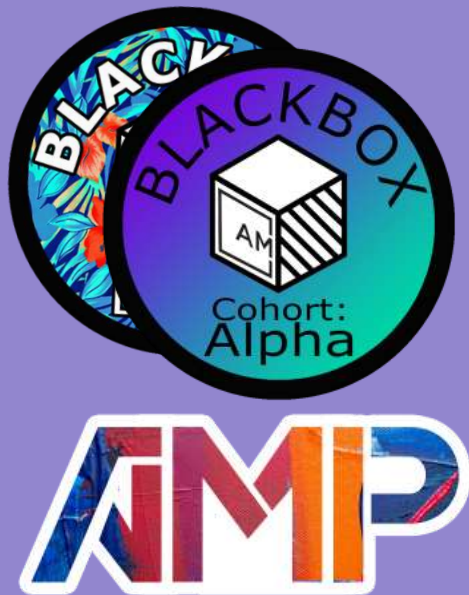
New Insurance
Products
& Services



Customer
Focus

◀ *Easy to understand, simple to use, and adds value.* ▶

Cultural Integration



Digital Solutions



New Insurance Products & Services



Customer Focus



◀Easy to understand, simple to use, and adds value.▶

cintrifuse PLUGANDPLAY



301 Unique Attendees



17 Speaker Sessions



836 Learning Hours



10 BlackBox ideas; 2 Active



Cross-functional Collaboration





Digital



All Policy Holders



Key Billing Use-cases



Web & SMS



Endless Learnings

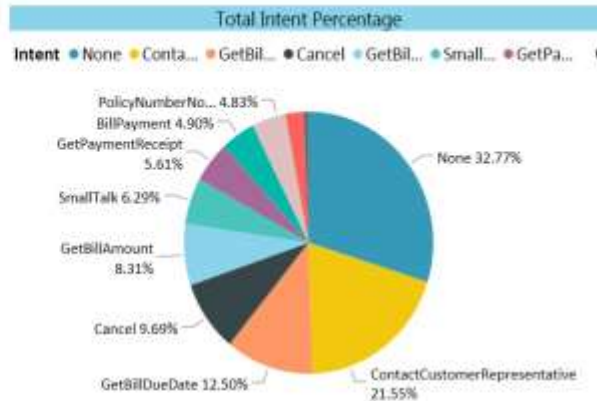


American Modern Chatbot continues to enjoy a decent level of adoption 3.5 months after the soft launch



Date	Channel
1/16/2019	5/3/2019
	Select all
	amig.com
	SMS

Total Conversations	Avg Daily Conversations
1795	16.6
Total Conversation Intents	Total Rep Requests
2673	908

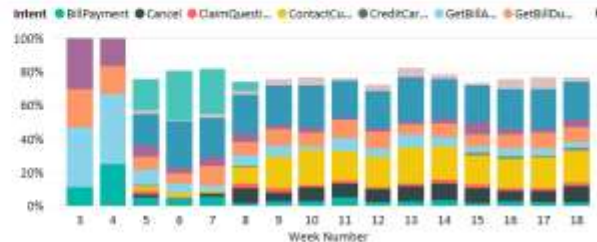


- Top Intents that customers are chatting about –
 - File a claim
 - Get a quote – boat, car, mobile home
 - Get copy of declaration page and other documents
 - ID Card request
 - Find an agent
 - Claims adjuster duties
 - Cancel Policy
 - Renewal Info

Rep Requests to Conversation Count by Week



Intent Percentage by Week





Four States



One Year



Two Devices



1,000 Participants



Endless Learnings



Why Did We Do This?



Understand how
technology prevents loss



Understand new risk
that technology creates

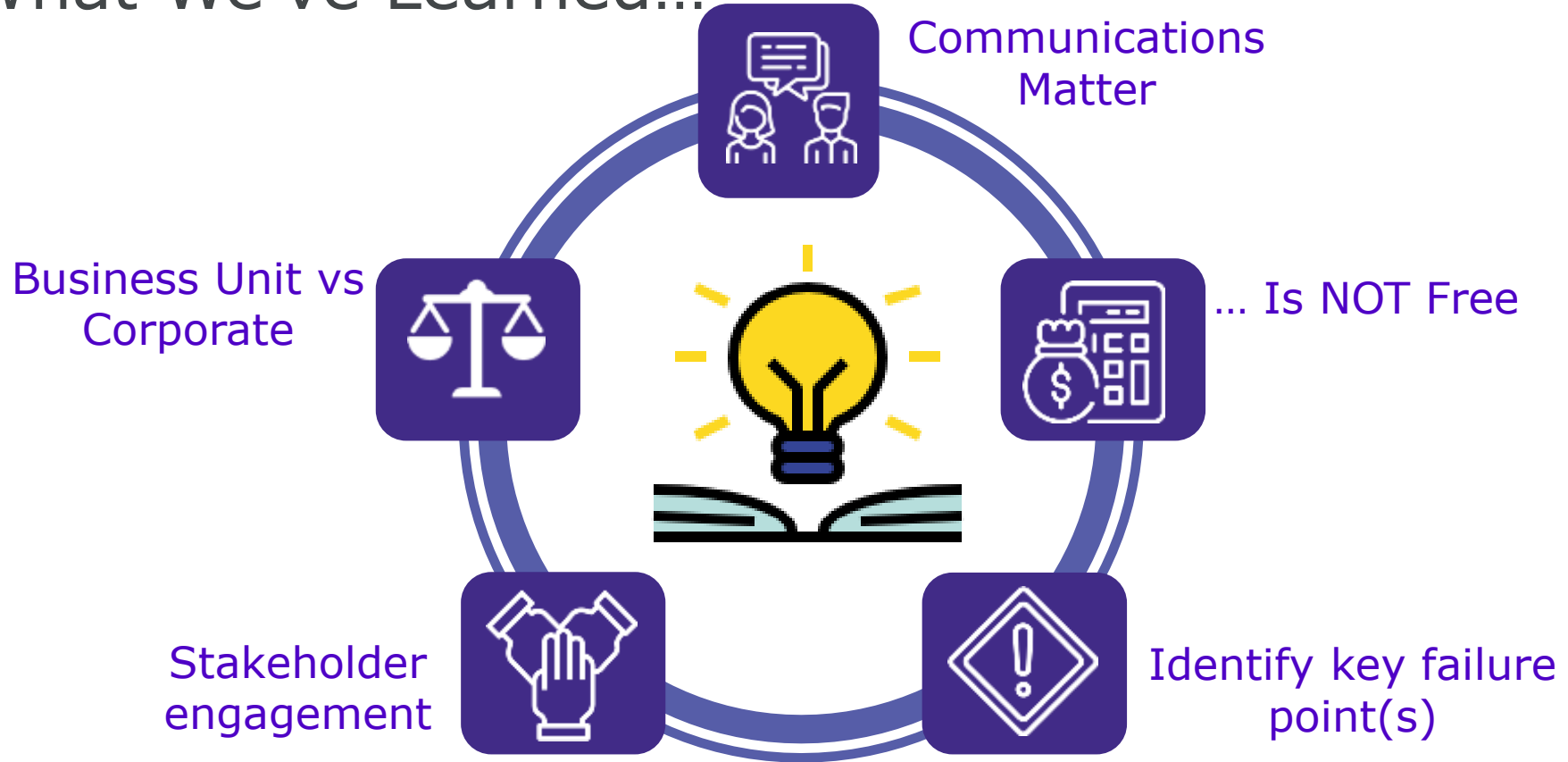


Understand customer
perceptions



Inspire new products and
service information

What We've Learned...





Pay-as-you-go (UBI)



Arizona Motorcycle



REVER - GO Tag!

REVER

Direct-to-Consumer

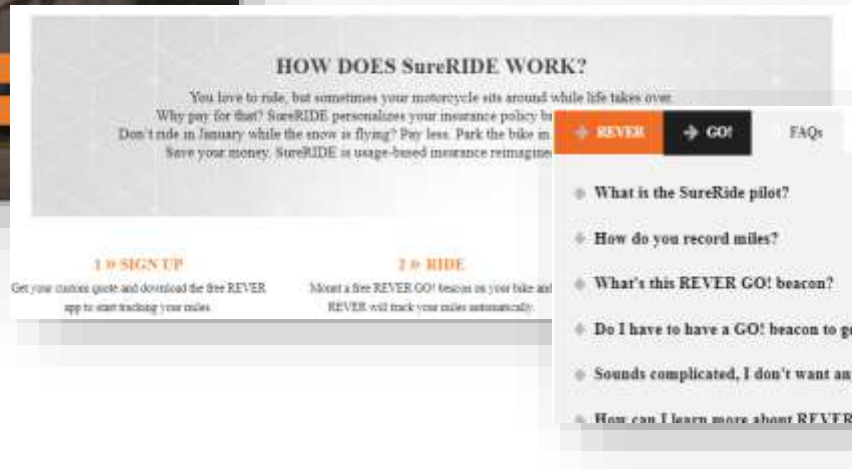


Endless Learnings



sureRIDE launched in Arizona

As of November 2, 2018, the sureRIDE site is live. Anyone can navigate to the sureRIDE landing page to learn more, get a quote, or file a claim.



- What is the SureRide pilot?
- How do you record miles?
- What's this REVER GO! beacon?
- Do I have to have a GO! beacon to get this insurance?
- Sounds complicated, I don't want anything plugged into my bike.
- How can I learn more about REVER and GO!

What We're Trying To Learn?



Customer Demand



Social Communities



Value Exchange



Behavior Impacts on Profitability



Where We Are Today

Trend*	Digital (Texting)	IoT Water Sensors	sureRIDE	Claims	Product / Underwriting
Connected Devices / IoT		✓	✓		
New Business Models			✓		
Drones				✓	
APIs	✓		✓		
Advanced Analytics (AI/ML)		✓			✓
InsurTech Collaboration		✓	✓	✓	✓
Cloud Adoption	✓	✓	✓	✓	
Process Automation					✓
Autonomous Vehicles	Not American Modern focus; MR Incubator team is working on this				
Blockchain	Not American Modern focus; Munich Re engaged in B3i				

Thank You

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