

Innovative Insurers Recognized at the First Efma and Accenture Innovation in Insurance Awards

Winning projects exemplify the industry's innovative spirit

Paris, Friday 10 June 2016

Efma, an association of 3,300 retail financial services companies in more than 130 countries, and Accenture (NYSE: ACN) have announced the winners of their first annual Innovation in Insurance Awards. The program, jointly launched by Efma and Accenture, seeks to reward and foster innovation in the industry, and recognizes the most innovative insurance initiatives and projects around the world.

More than 149 institutions from 38 countries submitted 225 innovations within five categories: Customer Experience & Engagement; Claims Management; Digital & Omni-channel Distribution; Best Disruptive Product or Service; and Global Insurance Innovator.

The winners were selected based on votes from a combination of a panel of judges comprised exclusively of senior executives from the insurance industry, and online votes from Efma members.

Winners were recognized at an award ceremony hosted by Efma and Accenture in Milan on June 9 during Efma's Insurance Summit gala dinner (www.efma.com/insurance16).

"Innovation is essential for insurance organizations to succeed in a digitally connected world," said Vincent Bastid, CEO of Efma. "We're delighted that the Efma-Accenture Innovation in Insurance initiative can support that innovation by showcasing new ideas, technologies and strategies from organizations across the world. The winners of the first Innovation in Insurance awards exemplify the proactive approach taken by organizations that are leading change and transforming the industry."

This year's winners are:

Customer Experience & Engagement

MS&AD Insurance Group Holdings, Japan, won the **Customer Experience & Engagement award** for its dramatic improvement of contact centre operations using Watson, which enables high quality responses to increasing customer needs and efficient contact centre operations. The system leverages Watson Explorer, Work Force Management System and Oracle Service Cloud.

Also in the spotlight were **Pacific**, France, which took second place in the category with its e-depann' service, and **Desjardins**, Canada, which was awarded third place with its Ajusto 100% Mobile Telematics app.

Claims Management

Allianz France won the **Claims Management award** for its “Your expert is in the sky” claims solution, which enables speed, simplicity and reactivity in assessing claims by using drones to examine damage to large buildings.

Second place in this category went to **Bradesco Seguros**, Brazil, for its “Operation Disaster” solution, while **Zurich**, Spain, took third place with its “Proactive Claims Management for customers by Digital Channel” solution.

Digital & Omni-channel Distribution

USAA, USA, won the **Digital & Omni-channel Distribution award** for its “Digital Virtual Assistant,” which leverages web and mobile channels to allow more members to satisfy their needs without the assistance of a representative.

Second place was awarded to **Haven**, USA, for its Entirely Online Purchasing Process for Term Life Insurance. **First National Bank**, South Africa, took third place with its Digitalising Funeral Insurance project.

Best Disruptive Product or Service

Europ Assistance Group, France, won the **Best Disruptive Product or Service award** for its “Connect et Moi” solution, which leverages IoT capacities to link a behavioural algorithm with an emergency human call centre to allow elderly people to live at home securely.

Tokio Marine & Nichido Fire Insurance Co, Japan, took second place with its Auto Insurance for autonomous vehicle public road experiment. Third place was awarded to **Telenor India** for its Telenor Suraksha (Free Life Insurance) product.

Global Innovator of the Year

AXA Group, France, won the **Global Innovator of the Year award** for its digital insurance model, which includes the Health Keeper health and wellbeing platform; the RUOK digital service, which brings peace of mind to families with isolated seniors; the WellBe social network; and the AXA Drive app, which calculates a “driving score” using data such as acceleration, braking and turns during a trip.

Second place in this category was awarded to **USAA**, USA, and **Tokio Marine & Nichido Fire Insurance Co**, Japan, took third place.

“Sweeping changes across consumer behaviour, technology innovations and big data are reshaping traditional insurance business models and what it takes to compete,” said Edwin VanderOuderaa, managing director, Accenture Digital, Financial Services. “The innovators recognized by these awards are helping to reinvent the insurance industry by re-imagining the way they operate to become truly customer-centric organizations.”

All submitted innovation case studies are stored on a portal, forming the first-of-its-kind global insurance innovation repository, which is accessible to all insurers.

To learn more about the award-winning innovations, visit www.efma.com/innovationininsurance.



[About Efma](#)

A global non-profit organisation, established in 1971 by banks and insurance companies, Efma facilitates networking between decision-makers. It provides quality insights to help banks and insurance companies make the right decisions to foster innovation and drive their transformation. Over 3,300 brands in 130 countries are Efma members.

Headquarters in Paris. Offices in London, Brussels, Barcelona, Stockholm, Bratislava, Dubai, Mumbai and Singapore.

Learn more at www.efma.com



[About Accenture](#)

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com

Contacts:

Florence Chatelet
Efma
+33 6 77 43 02 32
florence@efma.com

Melissa Volin
Accenture
+1 215 990 4647
melissa.volin@accenture.com