

Exploring the possibilities for mobile insurance services

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Overview

Introducing the field of research

Objective of this study

Characteristics of service

Mobile and insurance services

eInsurance - Novel Electronic Insurance Services

Service development model

Results

Discussion

Conclusion

Introducing the field of research

The benefit of the electronic environment to services is significant

- **Mass market potential**
- **Freedom of time and place**

The complexity of insurance matters does not fully support self-service --> face-to-face contact often required

Interactive electronic insurance services are a rarity

The trend is going towards the use of other electronic channels even though their potential is unclear

Objective of this study

What kinds of electronic insurance services could be offered in the mobile service environment?

How Web-based insurance services could be applied in the mobile service context?

What kinds of new features could be utilized?

Characteristics of services

General characteristics of services

- **Intangible**
- **Simultaneous production and consumption**
- **Perishability**
- **Lack of ownership**
- **Heterogeneity**

Evolution of electronic services

- **From text-based pages to real-time interactive services**
- **Trend going towards multichannel services**
- **Persuading customers with profiled information**

Mobile and insurance services

Mobile service characteristics

- Extension of freedom of time and place
- Device features such as location information or mobile identification can be used to provide novel service innovations

The demand for mobile insurance services is expected to grow

- "Pay As You Drive" service for car insurance customers
- "If 24h Mobiili" service for travel insurance customers
- Use of customer mobility and presence information in the future service development

eInsurance - Novel Electronic Insurance Services

A public project funded by Tekes - Finnish Funding Agency for Technology and Innovation

The project consortium consists of four research organisations and three industrial business partners

Carried out during June 2005 - February 2007

Aims at developing a comprehensive and visual electronic insurance service environment applying customership life cycle logic

Service development model

A proposed theoretical model for developing successful mobile insurance services consists of the following phases:

- 1. *Design and development of an electronic insurance service in the Web environment***
- 2. *Evaluation of the service in the Web and mobile viewpoint (business and technological characteristics, advantages, disadvantages, etc.)***
- 3. *Design and development of a mobile insurance service based on the existing electronic service***

Results (1a)

The eInsurance service (2005)

- A web service for selecting and evaluating insurance cover
- Provides customers with useful information concerning insurance product features and useful risk information

Key elements of the service

1. Customer-oriented viewpoint
2. Game-based graphical interface
3. Simplified structure of the service
4. Common information on risks (balloons)

Results (1b)

Millainen perhe teillä on?
 Siirrä asukkaat taloon pitämällä vasenta hiiren nappia pohjassa, niin näet tiedot taulukossa.

Drag and drop the family members on the apartment building.

Lkm	Asukkaat
1	Mies
1	Nainen
1	Lapsi/Nuori
2	Lemmikkieläin

Takaisin

Valmis

FIGURE - eInsurance service - Selecting family members

Results (2)

The eInsurance "safety advisor" (March 2007)

- A web service to support the customers before the actual insurance acquisition phase
- Visualises the different characteristics of insurance products and provides customers with personalised risk and safety information

Key elements of the service (estimation)

1. Content targeted to support the understanding of insurance issues
2. Graphical user interface adopts to the user's selections
3. Wider perspective to useful risk information

Results (3)

TABLE - Potential mobile insurance services

Mobile service name	Mobile service function	
	supporting	alternative
Service for selecting and evaluating insurance cover		X
Traveller's insurance initiator	X	(X)
Information directory service		X
Insurance cover verification reminder	X	
Service for determining risk and safety related issues	X	(X)
A safety application for the elderly		X

Discussion

Technological capabilities of mobile phones enable the use of mobile services targeted to ordinary users

Based on the evaluation, the service for evaluating insurance cover was considered to offer an equal option to the Web

On the other hand, the "safety advisor" mobile concept was considered to be only a supporting service to the Web

The other proposed mobile services were based on examples from the insurance and other business areas and therefore, due to their visionary nature, require further development

Features such as SMS or even a traditional call service can be used as an intermediate phase before a service is fully implemented to the mobile environment

As an example of the previous, the production version of the cover evaluator service has already showed signs of success

Conclusion

Customers require assistance for understanding and managing complex services in the electronic environment such as insurance

By fully exploiting the advanced possibilities of modern Web-technologies, successful electronic insurance services can be, and also have been, implemented

Mobile insurance services are particularly advantageous when the benefits of mobility are exploited. This is what enables the successful transformation of electronic services to the mobile environment

Thank you!

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<http://www.einsurance.fi>