



# INSURANCE CONNECT INNOVATION SUMMIT 2022

8-9 GIUGNO 2022 | 9:00 - 17:00

Palazzo delle Stelline | Corso Magenta 61, Milano



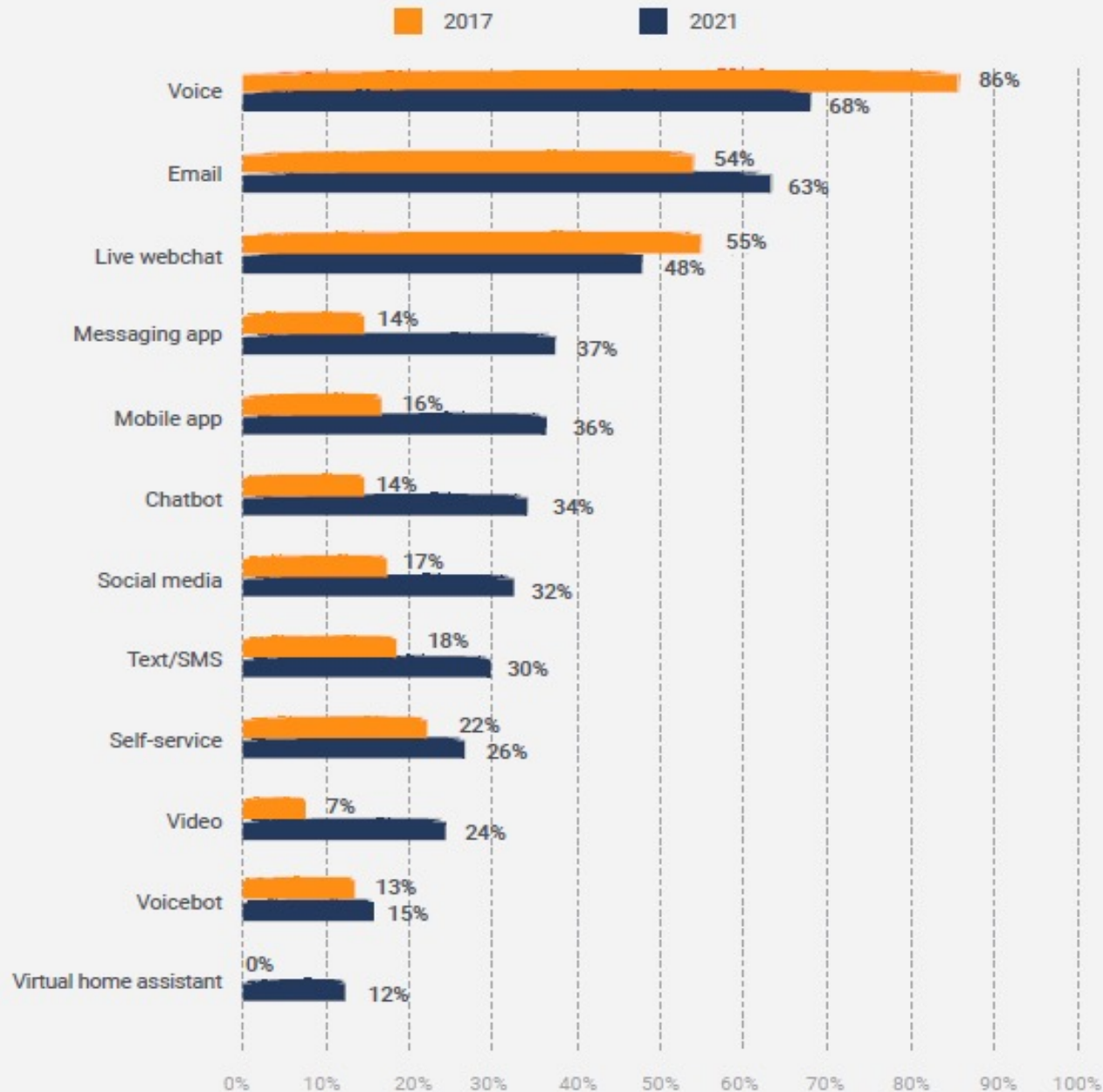
## CLOUD, OMNICHANALITÀ E INNOVAZIONE: IL VALORE NEL MONDO INSURANCE

*Giancarlo Sassi, Senior Enterprise Sales Executive di Genesys*  
*Marco Tommasucci, Key Account Manager Finance di ComApp*

 GENESYS

 ComApp  
COMMUNICATION & APPLICATIONS

Consumers: Which of the following have you used in the past 12 months for a customer service interaction?



Source:  
«The State of CX» – May 2021



????

Rete Agenzie

Insurtech

????

Direct Insurance

POS Insurance

????



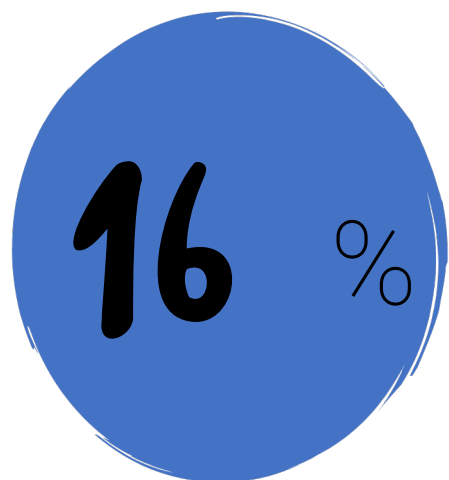


# Personalizzare l'interazione



Guidare il cliente nella sua  
prossima scelta

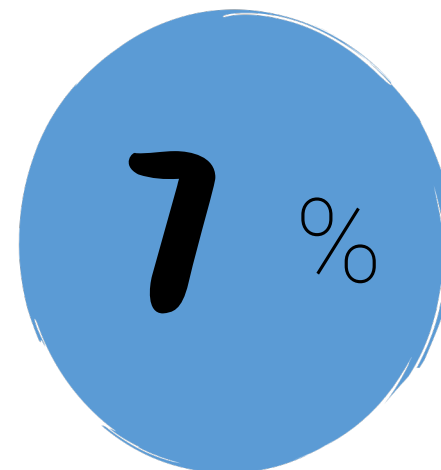
European consumers also value a high-quality customer experience. Some 67% say a company is only as good as its service. On the other hand, 40% consider dealing with customer service always to be a hassle. For businesses in the region, understanding customer intent, making customer journeys seamless and intuitive, and providing an empathetic interaction have never been more important.



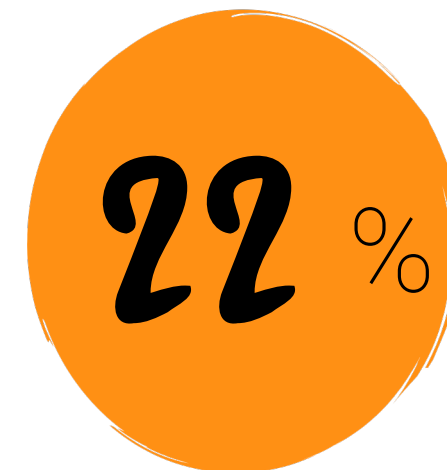
**Cost of Claim  
Reduction**



**NPS  
Improvement**

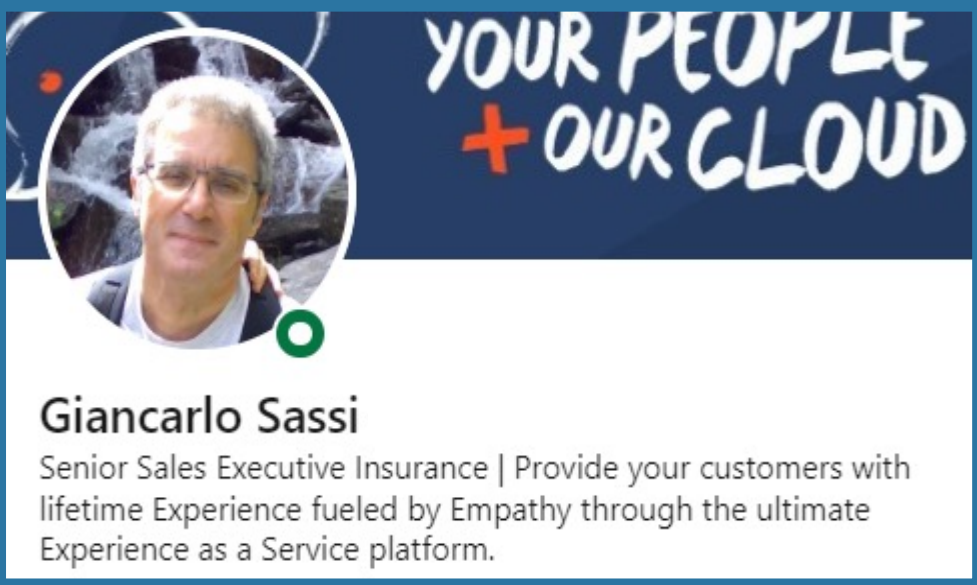


**Retention Rate  
Improvement**




**Cost to Administer  
Reduction**


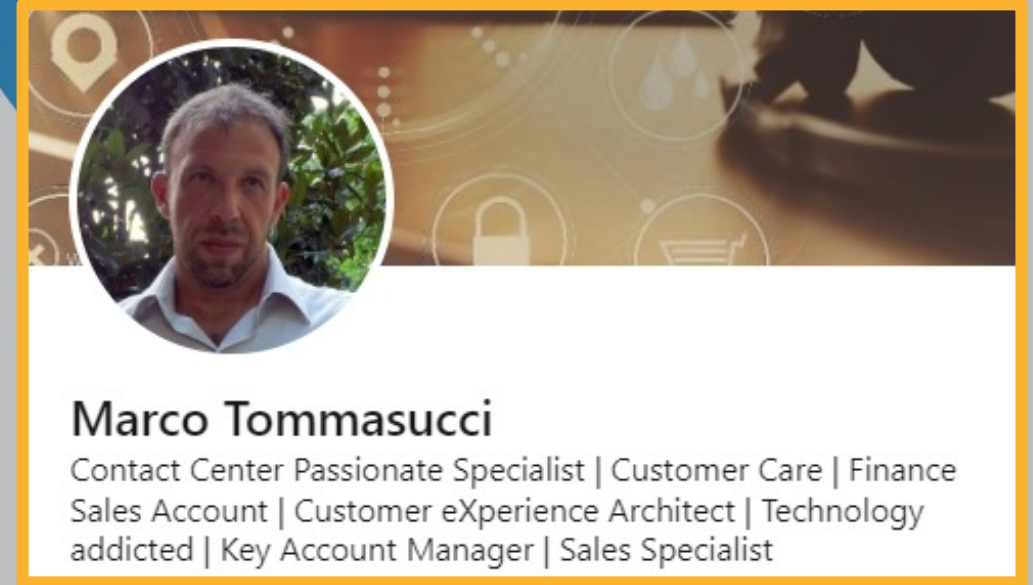




**YOUR PEOPLE  
+ OUR CLOUD**



**Giancarlo Sassi**  
Senior Sales Executive Insurance | Provide your customers with lifetime Experience fueled by Empathy through the ultimate Experience as a Service platform.



**Marco Tommasucci**  
Contact Center Passionate Specialist | Customer Care | Finance Sales Account | Customer eXperience Architect | Technology addicted | Key Account Manager | Sales Specialist

Grazie per la vostra attenzione