

Innovating insurance for Gen Z

New technologies, new competitors, new products, new services and shifting consumer expectations are the biggest drivers of change in the insurance industry nowadays.



The ever-growing Generation Z and millennial customer group have the highest tendency to consider buying insurance online from the likes of tech giants Amazon, Google and Apple.

And meeting the demands of this generation, which wants everything done as quickly as possible, is the challenge a Jersey-based fintech organisation that develops digital insurance products is looking to take on.

WARM, which is short for Web Administration Resource Management, was founded in 2012 and is a research and development company that is going from strength-to-strength with offices in UK and India, as well as the Island.

The company specialises in solutions for insurance companies, banks, investment firms, structured product sets and retail funds and is working for some of the biggest global brands.

Chief executive Jensen Nixon is always excited to explain about the firm's flagship product, Pandora, the major selling points of which are its speed-to-market, cost efficiency, the ability of customers to tailor it to their needs and its modular nature.

'We have created a system that does everything an organisation requires,' he said.

'A prime example is, let's say, the likes of Confused.com. When you search for an insurance product, as soon as that search is completed, a provider is chosen.

'We take that journey and provide everything from then on, by which I mean the sign-up process including full underwriting questions, the administration system, the client portal, the financial advisor portal.

'We collect the money, distribute the money to the re-insurer, the valuation data for the insurer, and all the client communication is through our administration in the UK.'

'WARM specialises in speed to market, with project delivery achievable in as little as 12 weeks,' added Shalini Khullar, senior software developer/marketeer at the firm's Jersey office.

'Our time-efficient processes keep upfront costs low. Our digital solution using the Business Capability Framework is 80% built and ready-to-go. The remaining 20% is designed to be easily configured to clients' requirements, quickly and cost-effectively.

'The result is a solution that enables clients to manage business processes at any time and from any device.'

WARM's chief executive is a man with his eye very much on the future, as he looks to expand the business within the Channel Islands and says that the face of insurance software is set to change further in the coming years.

Jensen believes that the days of long-winded procedures for setting up insurance policies or providing quotes to clients are coming to an end and slicker products will be required to satisfy the demanding Amazon generation.

He says the future is going to be very different with integration of multiple products that will be available within 'a few clicks of a button' rather than dealing with multiple organisations. An example would be rather than selling a mortgage product and a life insurance product separately, it would be integrated within the same digital process.

'There will be challenges to be overcome but now is the time where Millennials are "rapidly moving" into the prime purchasing years of their life,' said Jensen.

'They are connected, empowered and smarter'.

Shalini further added: 'Their needs are different and to capture their interests you have seven seconds and within those seven seconds, if you are not able to capture their interest, you lose the potential customer.

'As the younger generation starts to gain and inherit wealth, it is they who are going to be looking at products. There is a whole paradigm shift - earlier insurance was something that used to be sold to customers and now it is something customers would look to buy.'

'It wasn't so long ago that lawyers thought that emails would never be used for legal documents as a means of communication. We've all seen the shift. Technology has not yet substituted surgeons, but it has provided them with instruments and methods to deliver better results.'

Jensen believes the insurance industry is changing in the same way too and solutions need to be developed to keep pace with the changing appetite of the 21st Century customer.

He said: 'The race to make it as simple as possible is on, and how is that going to be achieved? Watch this space...'

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