

HOW DIGITAL IS COMPLEMENTING A RELATIONSHIP BASED RURAL INSURER

ICMIF DIGITAL MUTUAL SERIES
TUESDAY, 19 JULY, 2022

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Chief Client Officer / Interim CMO

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Business Information Services Strategy Manager

FMG



AGENDA

**ABOUT
FMG**

**STARTING
DIGITAL**

**FMG
CONNECT**

**WIDER
BENEFITS &
WHERE
NEXT**

PROGRESS

GENERAL INSURANCE

4 Core Segments



Farming & Growing



Commercial Businesses



Lifestyle Blocks



Residential

LIFE & HEALTH

Feilding

- Mobile Rural Consultants
- Rural / Commercial Consultants
- Rural / Commercial Managers
- Area Management

Palmerston North

- Sales Management
- Information Technology
- Payment Services
- Inbound Service
- Insurance Consultants
- Claims

Wellington

- Executive
- Corporate services

Christchurch

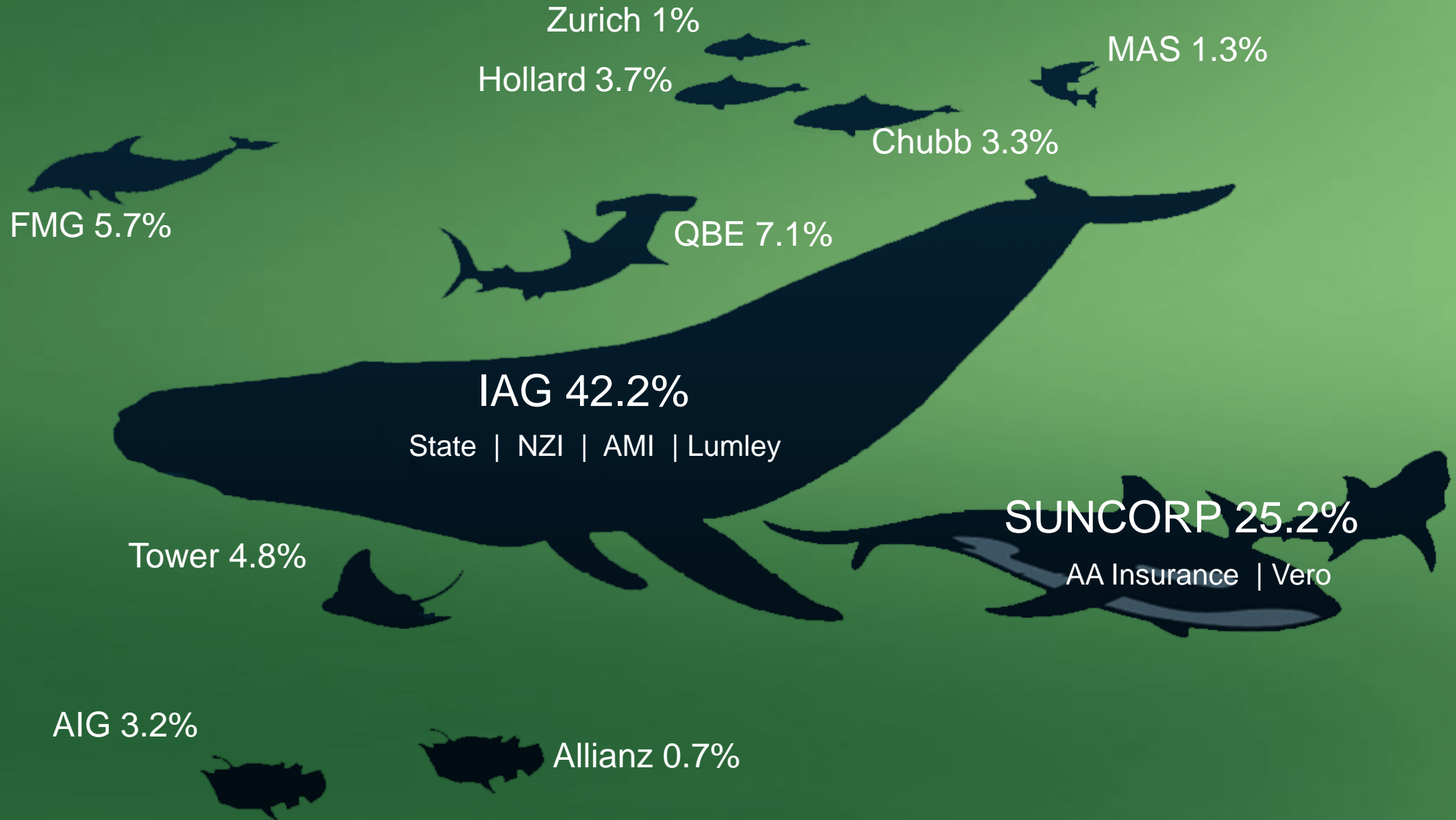
- Mobile Rural Consultants
- Rural / Commercial Consultants
- Rural / Commercial Managers
- Area Management
- Business Processing Centre
- Rural / Commercial Consultants

Centralised Offices

Regional Offices/Mobile roles



NZ GENERAL INSURANCE MARKET



IAG 42.2%

State | NZI | AMI | Lumley

SUNCORP 25.2%

AA Insurance | Vero

QBE 7.1%

FMG 5.7%

Tower 4.8%

Hollard 3.7%

Chubb 3.3%

AIG 3.2%

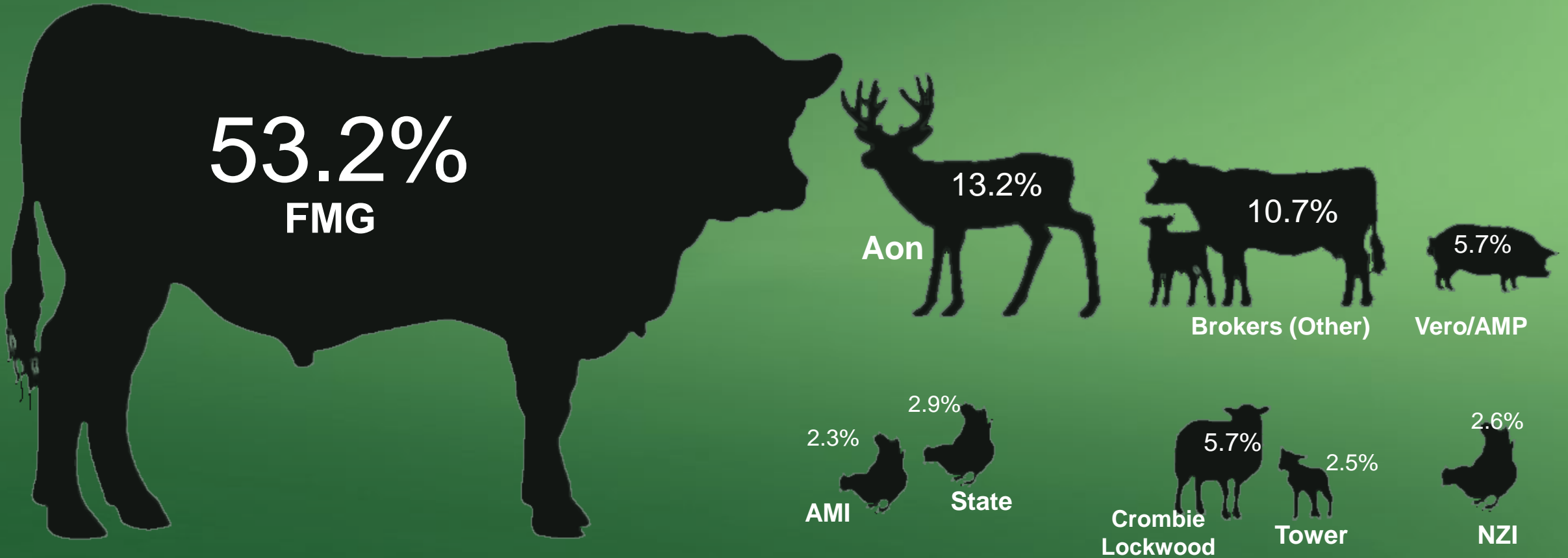
Allianz 0.7%

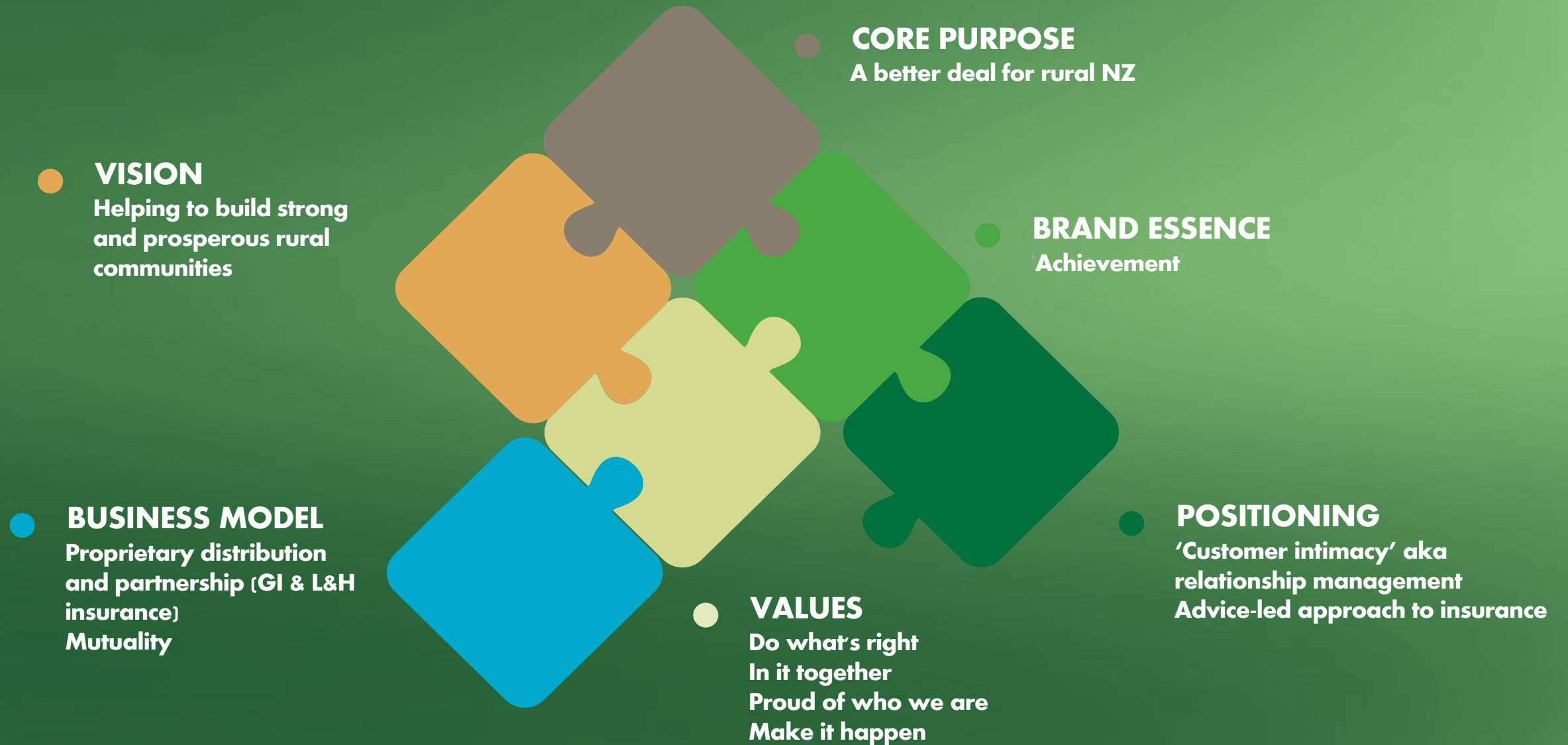
Zurich 1%

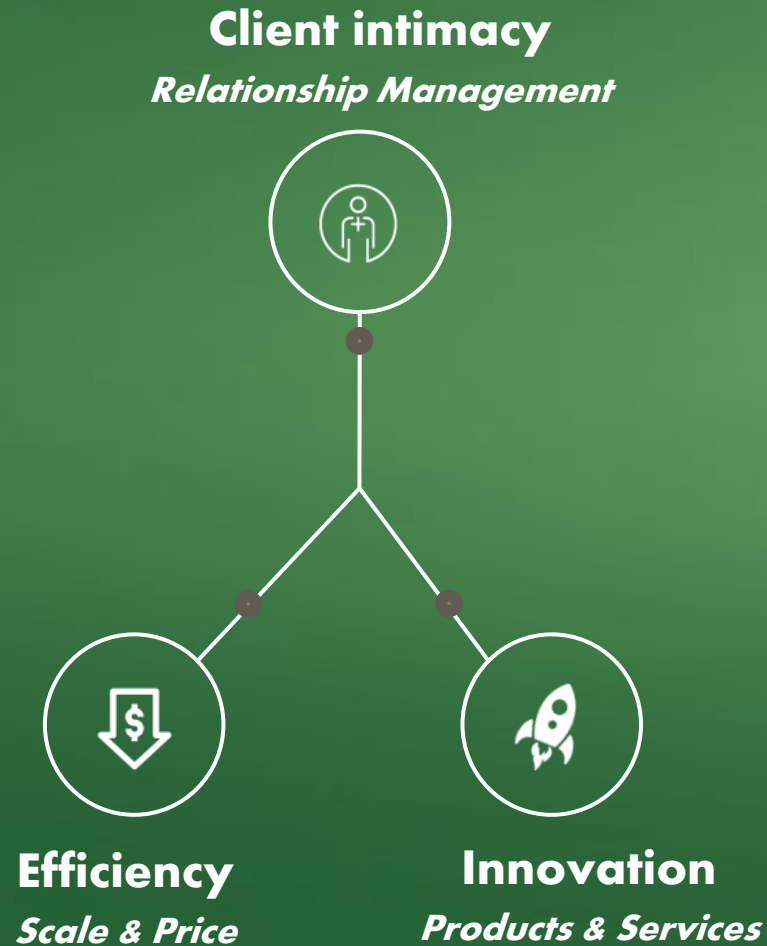
MAS 1.3%

FMG

FARMERS & GROWERS PRIMARY MARKET SHARE







“ We have competitors coming from every angle who can often deliver a similar range faster and at lower cost. **The only way to win is through having unrivalled intimacy with customers. If we know them better, and every part of our business is focused on engaging them in the right way to deliver holistic value beyond products, price and transactional service, we will build strong connections and we will have a competitive advantage.** ”

*Customer Centricity 3.0, Strativity, March 2021
Brad Meehan, Dan Musson & Campbell Packer*

COMPLEX RURAL
SERVICE EXISTING

ACQUIRE NEW
COMPLEX RURAL

**STARTING
OUR
DIGITAL
JOURNEY**

Higher Capability Needed

Aspire Toward This Goal?



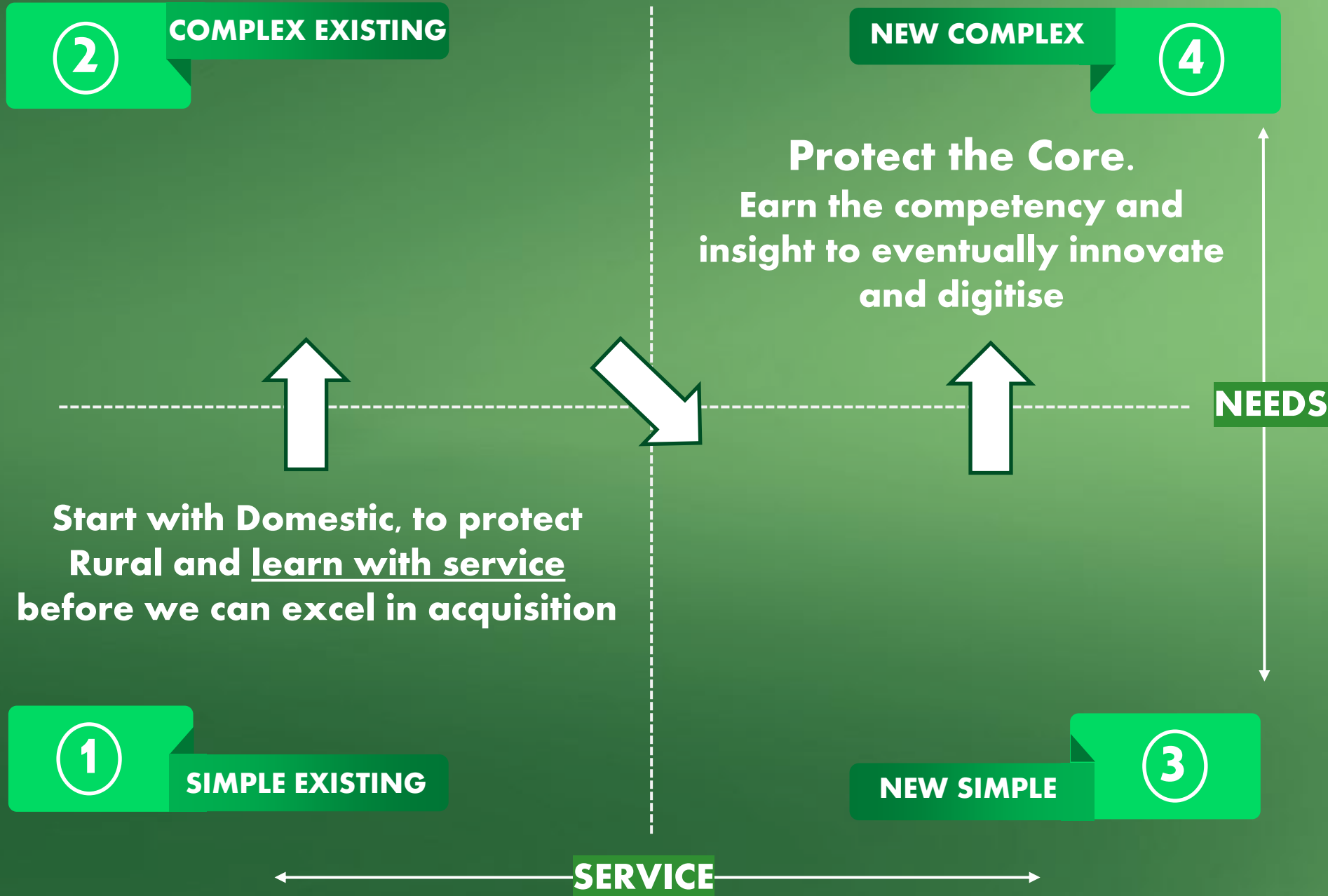
**Lower Capability Required;
Safer Place To Learn**

**Will Become Crucial To
Maintaining And Extending
Share**

SIMPLE CONSUMER
SERVICE EXISTING

ACQUIRE NEW
SIMPLE CONSUMER

OUR MARKET ENTRY APPROACH





THE CLIENT VALUE OF ONLINE SERVICES

Choice

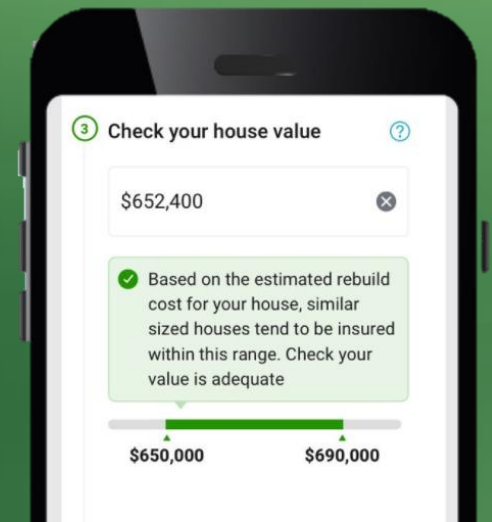
Convenience

Control

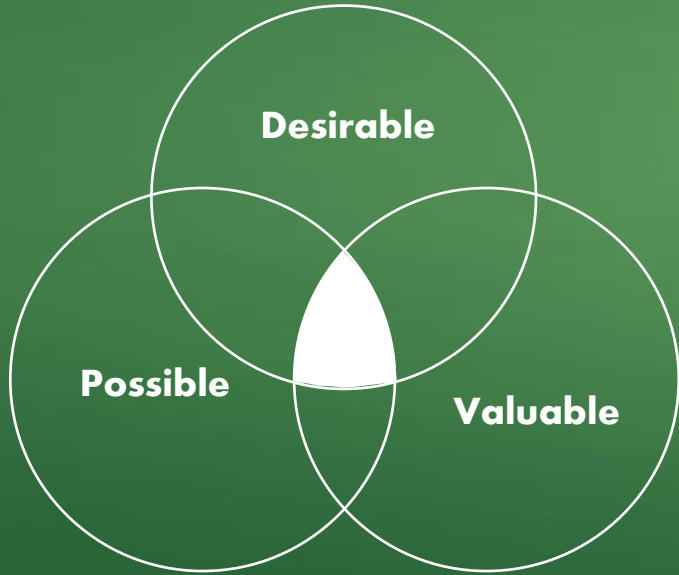
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MULTI-CHANNEL DISTRIBUTION STRATEGY

**CHOICE,
CONVENIENCE,
& CONTROL**



 **WHY BEING DESIGN-LED IS IMPORTANT**



Taking a design led approach prioritises 3 things:

- 1. **Ensures a desirable experience;**
- 2. **Optimises operational efficiency**
- 3. **Maximises operational effectiveness**

3 Principles to our design-led approach:



Mobile-Led Design






Client Informed



Mutual Focus

 **OUR STRATEGIC INTENT**

50% of all Transactions by 2025;

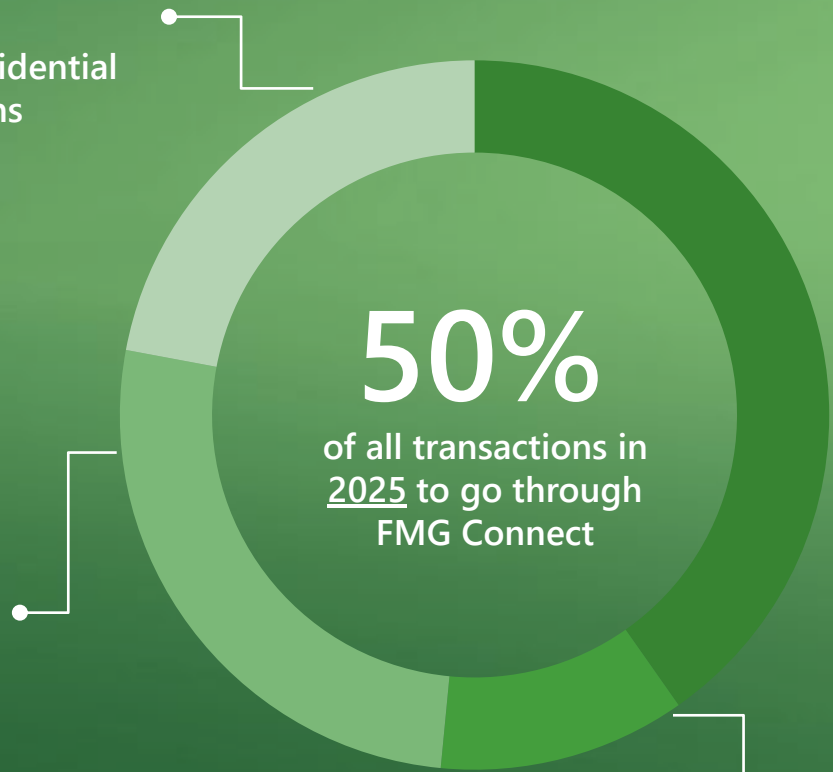
-  57% of Servicing
-  43% of Claims
-  50% of Acquisition

Residential
- 64% of residential transactions

Lifestyle
- 64% of lifestyle transactions

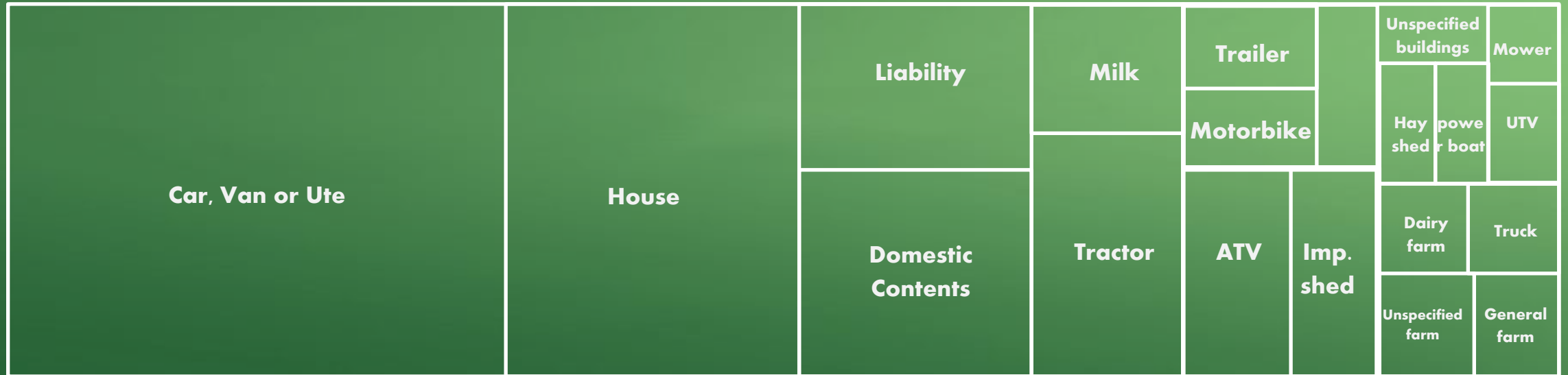
Rural
- 36% of rural transactions

Commercial
- 36% of commercial transactions





PARETO PRINCIPLE INFORMED OUR ROADMAP



80% of 261,000 Policy Transactions



Vehicles

13 covered items



2016 LEXUS NX200T (JWT5XX)

Car, Van or Ute

[Policy wording](#)

Premium	Excess	Cover type	Insured value
\$906.49	\$500	Comprehensive	\$57,500.00 \$50,000.00 <small>excl. GST</small>

Manage item [Details](#) [Edit](#) [Address](#) [Remove](#)

Make a claim [Windscreen & Glass](#) [Vehicle](#)



2007 YANMAH DIGGER (DO13XX)

Digger/Excavator

[Policy wording](#)

Premium	Excess	Cover type	Insured value
\$269.32	\$500	Comprehensive	\$20,125.00 \$17,500.00 <small>excl. GST</small>

Manage item [Details](#) [Edit](#) [Address](#)

Make a claim To make a claim on this item, give us a call on [0800 366 466](tel:0800366466) or [email us](#)



Cover details for

2016 LEXUS NX200T (JWT5XX)



Insured value
\$57,500.00
\$50,000.00 excl. GST

Premium
\$906.49

Cover period
1 Jun 22 - 1 Jun 23

[Edit this item](#)

[Make a claim](#)

[View policy wording](#)

[Remove this item](#)

[Drivers](#)

Main driver Sandra Oreilly

Approved drivers [?](#)

If you give someone permission to drive your vehicle they are automatically

[Your vehicle is covered by FMG's](#)

[Superior Private Vehicles](#) policy wording.

[You have Comprehensive cover](#)

This provides cover for your vehicle and damage you've caused to others and their property.

[This includes Natural Disaster cover.](#)

[Your basis of settlement is Present Day Value](#)

We'll pay the lower of the reasonable cost to repair your vehicle to the condition it was in before the loss, based on its age and use, or the current market value, up to your insured value.

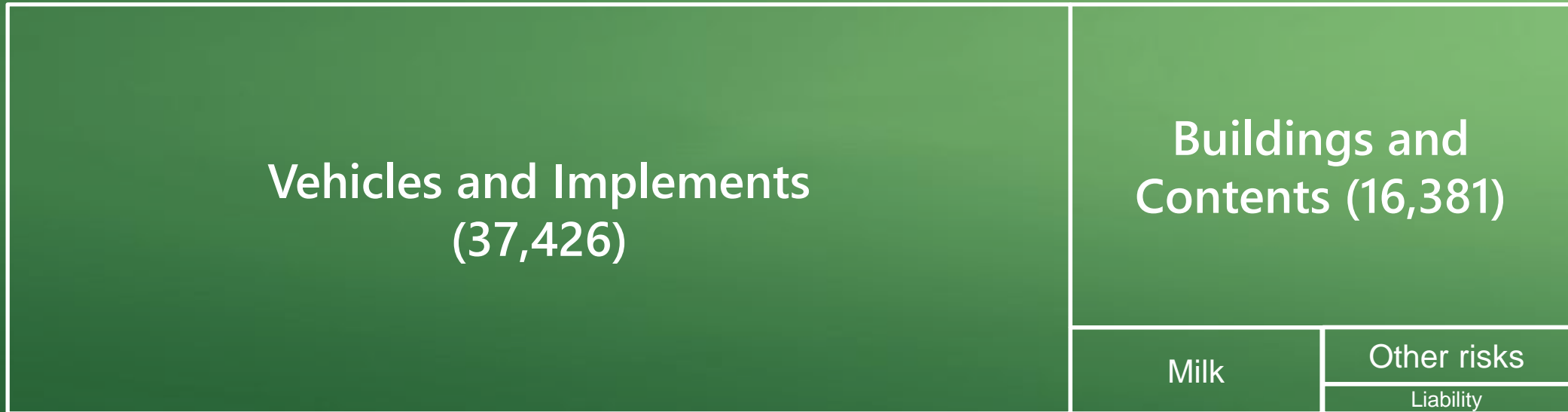
[Your registration number plate](#)

JWT5XX

[Your vehicle mainly lives at](#)



WHAT CLIENTS ARE CLAIMING ON



94% of Claims Occurred Across Two Main Loss Types

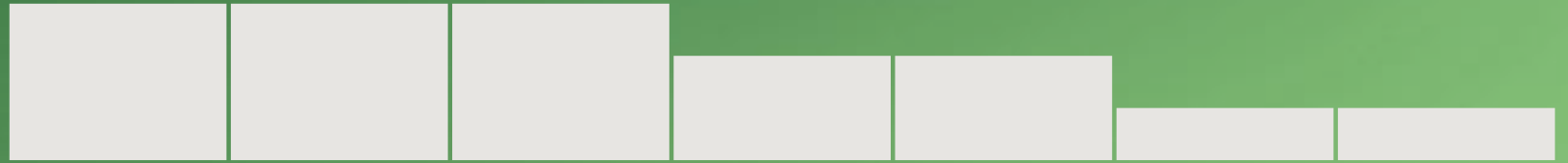


A FRAMEWORK FOR ONLINE INVESTMENT

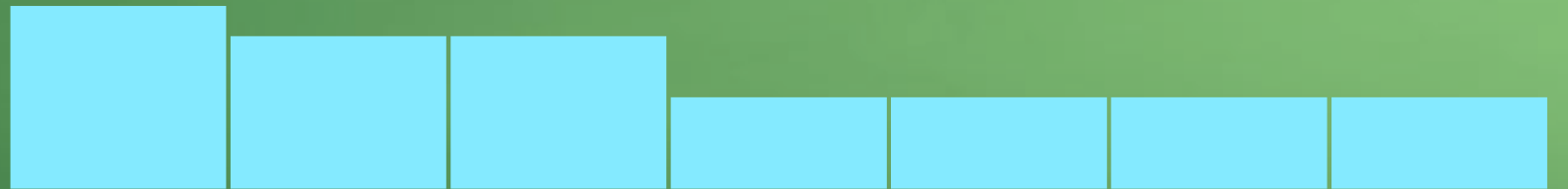
📍 2019/20

📍 2025

LEVERAGE



EXTEND



ACCELERATE



DEEPEN





ORGANISATIONAL BENEFITS



**GOING
CLOUD**



**CLOUD
TRANSITION**

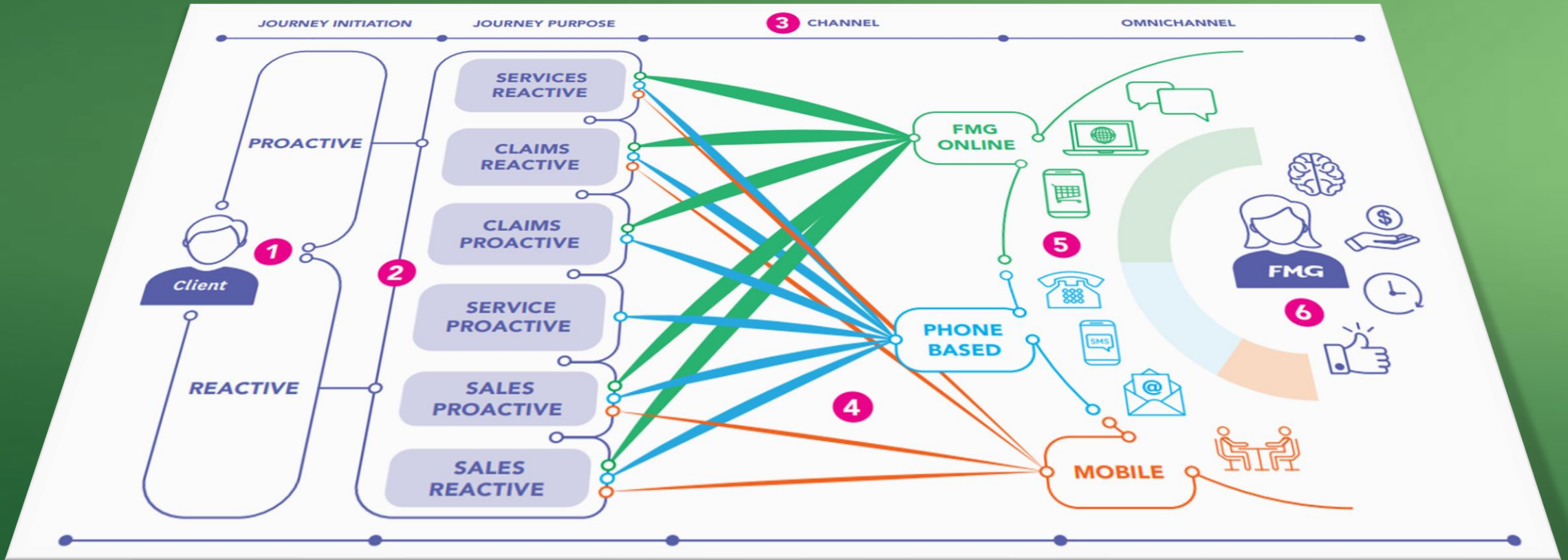


**NEW
COMPETENCIES**



**EMPLOYEE
PORTAL**

MOVING TO OMNICHANNEL





FMG CONNECT PROGRESS & METRICS

43%

**ACCOUNTS
REGISTERED**

30%

**REPEAT
LOGINS**

18%

**CLAIMS
ACTIVITY**

12%

**POLICY
TRANSACTIONS**

 **NET PROMOTER SCORE**



ORGANISATIONAL NPS



FMG CONNECT* NPS

*** LAST INTERACTION**



DELIVERING OUTSTANDING CLIENT EXPERIENCES



LESSONS LEARNED ALONG THE WAY

**NGA MIHI
MAORI FOR 'THANK YOU'
QUESTIONS?**

