



LO PRIMERO SOS VOS

Culture of Innovation Agile organisation and customer focus

ICMIF BIENNIAL CONFERENCE. AUCKLAND | 2019
THE AGILE COOPERATIVE/MUTUAL INSURER

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GRUPO ASEGURADOR LA SEGUNDA. ARGENTINA



OUR INSURANCE GROUP



LA SEGUNDA
C.L.S.G



LA SEGUNDA ASEGURADORA
DE RIESGOS DEL TRABAJO S.A



LA SEGUNDA COMPAÑÍA
DE SEGUROS DE PERSONAS S.A



LA SEGUNDA SEGUROS
DE RETIRO S.A.



3.300

CITIES AND TOWNS
IN WHICH OPERATES



1.621

EMPLOYEES



2.100

SALES REPRESENTATIVES



1.807

OFFICES IN THE
WHOLE COUNTRY



2.047.916

ASSOCIATES



5°
RANKING



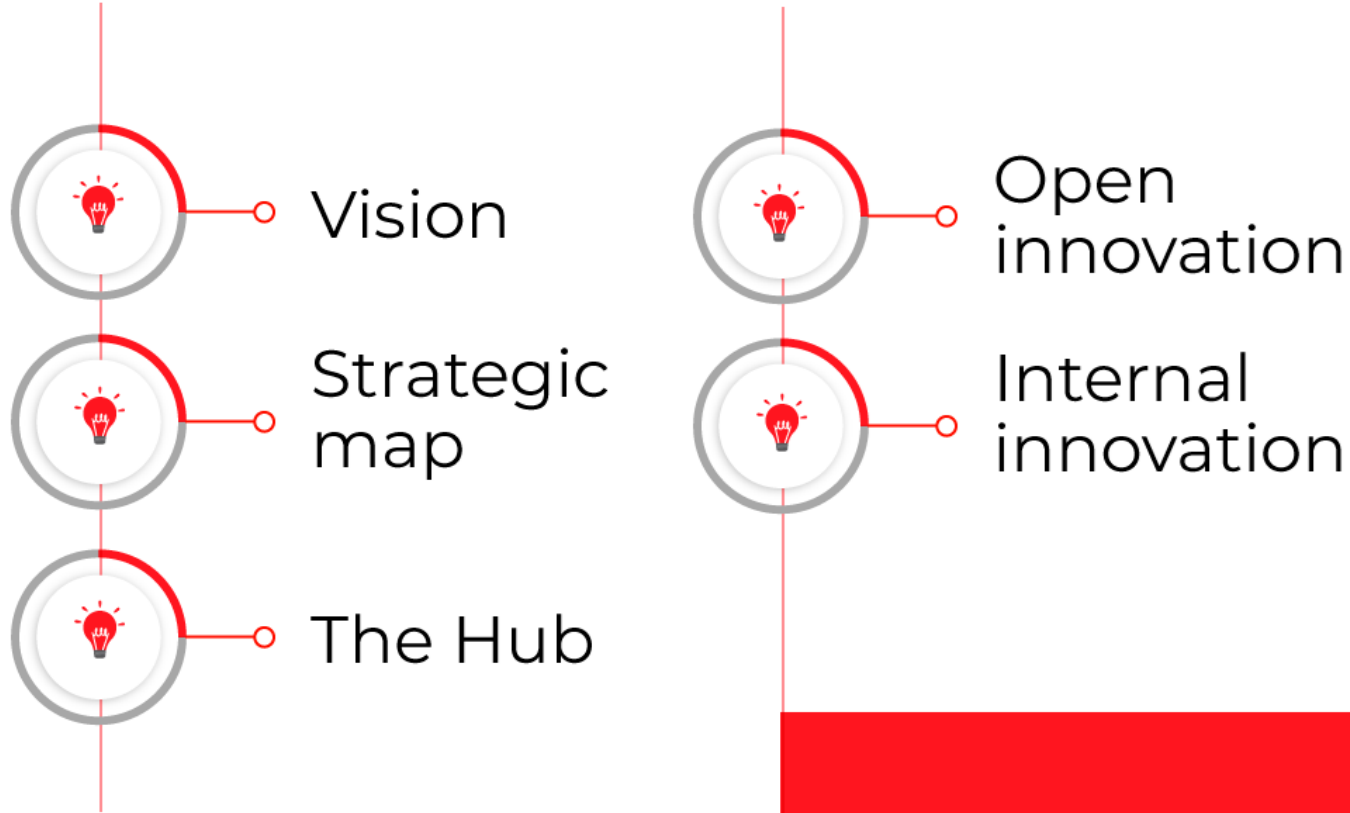


LO PRIMERO SOS VOS

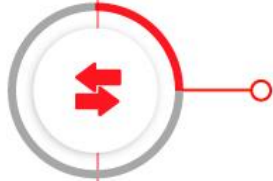


brain **cultural change** **resistance**
agility leadership innovation
team change changing people
resilience digital transformation transversality
passion commitment audacity

STRATEGY OF INNOVATION



CULTURE OF INNOVATION



Change
changing



Committed
Leaderships



Think, do and
feel Innovation.





CASES



E-Commerce: online selling
+ personalized attention



Experience Club



AgTech: Customers,
Environment, Claims



Social innovation:
Incubation of Cooperatives

ONLINE SELLING + PERSONALIZED ATTENTION



E-commerce:
technology + people



Automation of
crystal replacement
process



App mobile:
simple + agile



S +2.9%
NPS +5.8%



EXPERIENCE CLUB



Runs on the mobile app



Collaborative network: customers, company and sales



Building the digital customer



National coverage



AGTECH: ENVIRONMENT, CUSTOMERS, CLAIMS.



Soil Analysis to optimize fertilizer application



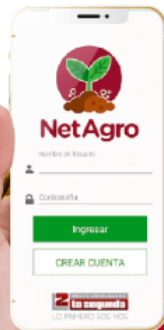
ClickAgro: Claims appraisal with Blockchain



NetAgro + AMC: intelligent management of agriculture



Marketplace for agricultural supplies



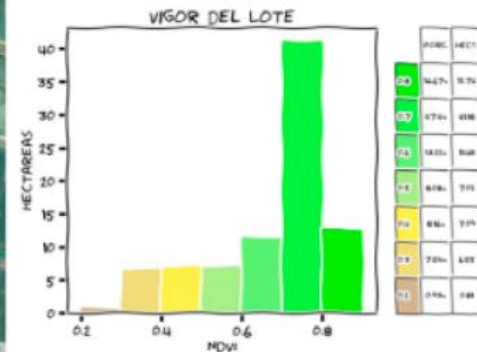
Geoposition



Índice de Vegetación (NDVI) - LANDSAT8

Lote en el Mapa

Histograma del Lote



Satelital image

NDVI

SOCIAL INNOVATION: INCUBATION OF COOPERATIVES



180°
Program



People and
community
empowerment



Collaborative
work to achieve
business goals



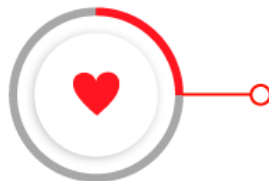
We promote the
advantages of the
cooperative model



WHAT DID WE LEARN?



Inspiration + willing



Passion
and brains



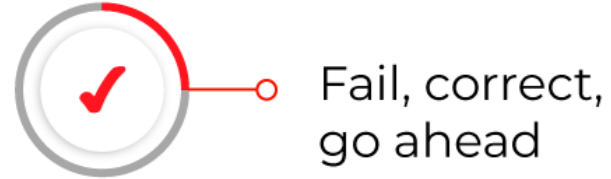
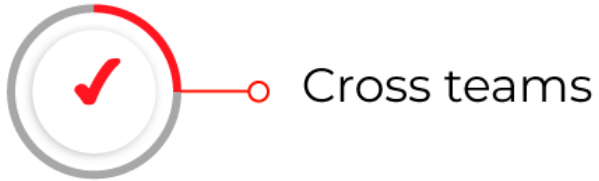
Develop leaderships
deeply committed
with change



Innovation as a
way to live every
moment in
the company



WHAT DO WE RECOMMEND?



WHAT DO WE RECOMMEND?



Undertake and develop from the point of view of Cooperation



Trust in the power of CO CREATION



Be Collaborative



Always think and act for the COMMUNITY



THANK YOU



LO PRIMERO SOS VOS

www.lasegunda.com.ar

