

The Digital Mutual

Episode 5,
LB Group (Denmark)



LB Forsikring



4 February 2020, 3:00 pm GMT

The Digital Mutual: LB Group (Denmark)

Moderator: Ben Telfer, Vice-President, Business Intelligence, ICMIF

**Maria Klæstrup
Jensen**

Head of Process and
Business Design



**Ann Kristine
Krag**

Head of
Innovation



LB Forsikring



@ICMIF_Web



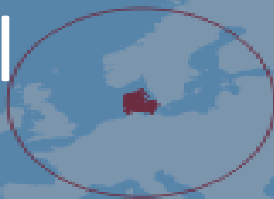
webinars@icmif.org

icmif

International Cooperative and Mutual Insurance Federation

#ICMIFwebinar

ICMIF – The Digital Mutual



Ann Kristine Krag & Maria Klæstrup Jensen
Februar 2020



LB Forsikring

Maria Klæstrup Jensen
Head of Process & Business Design



Ann Kirstine Krag
Head of Innovation



1. Denmark in numbers
2. Digitization
3. Case





1st

QUALITY OF LIFE
INDEX (EU)

45%

AVERAGE INCOME
TAX

Denmark in numbers





1st

PERCEPTION OF
PUBLIC SAFETY (EU)

Speaking of public safety and trust





88%

OF ALL CITIZENS
OWN A
SMARTPHONE

1st

DIGITIZATION (EU)

Speaking of Digitization and Home

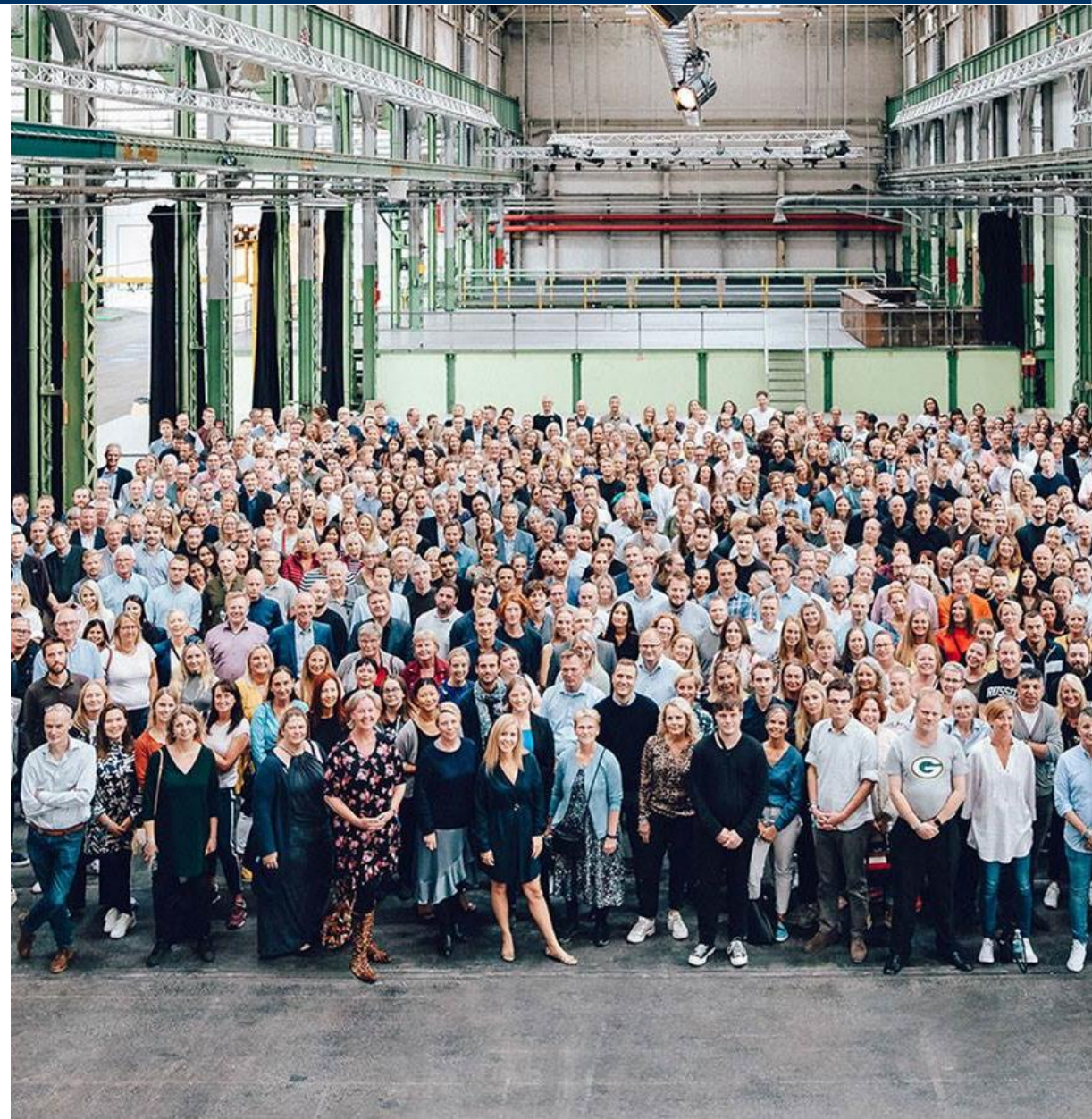
75%

HAVE A LEAST ONE
CONNECTED IOT
DEVICE

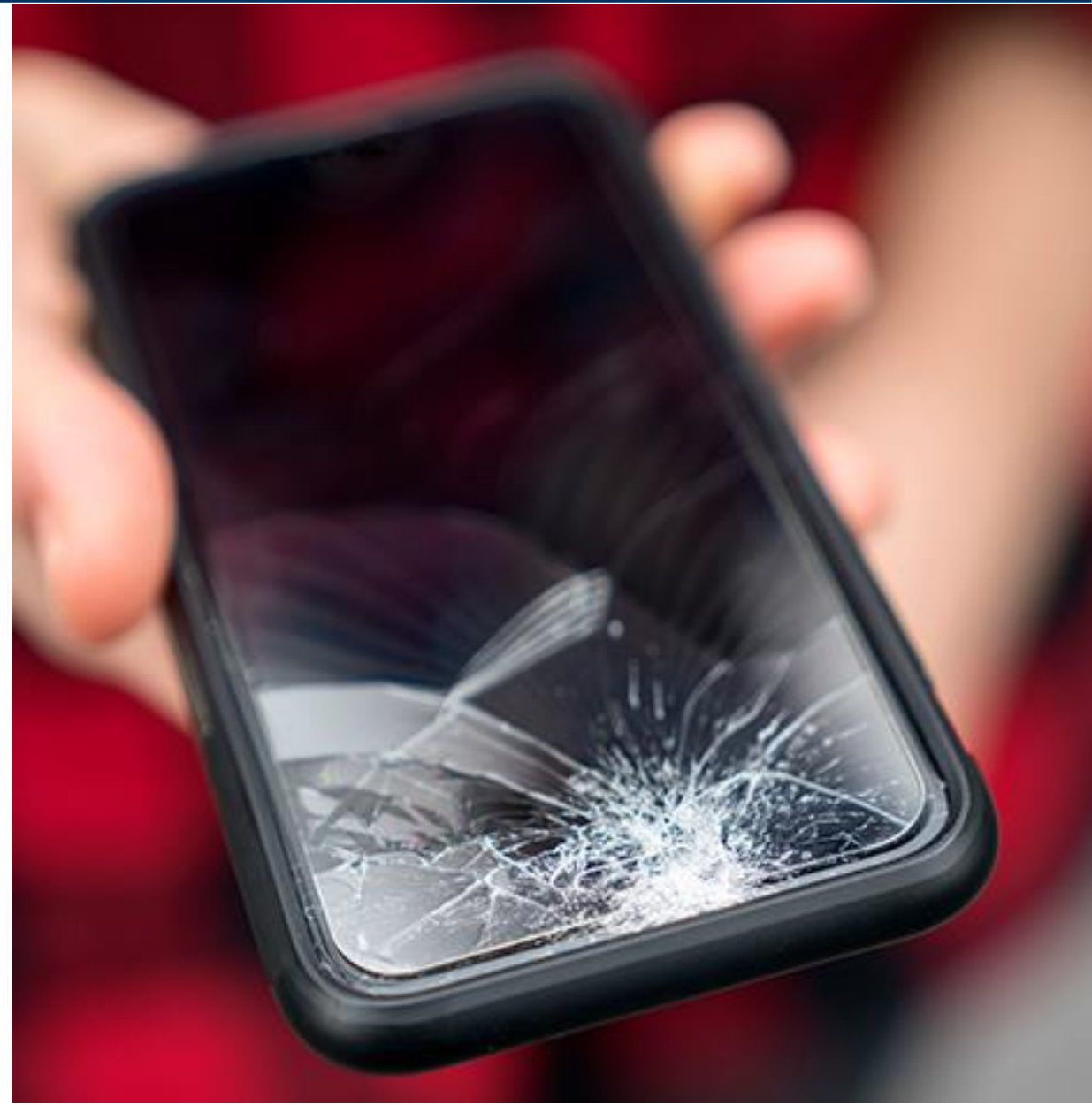
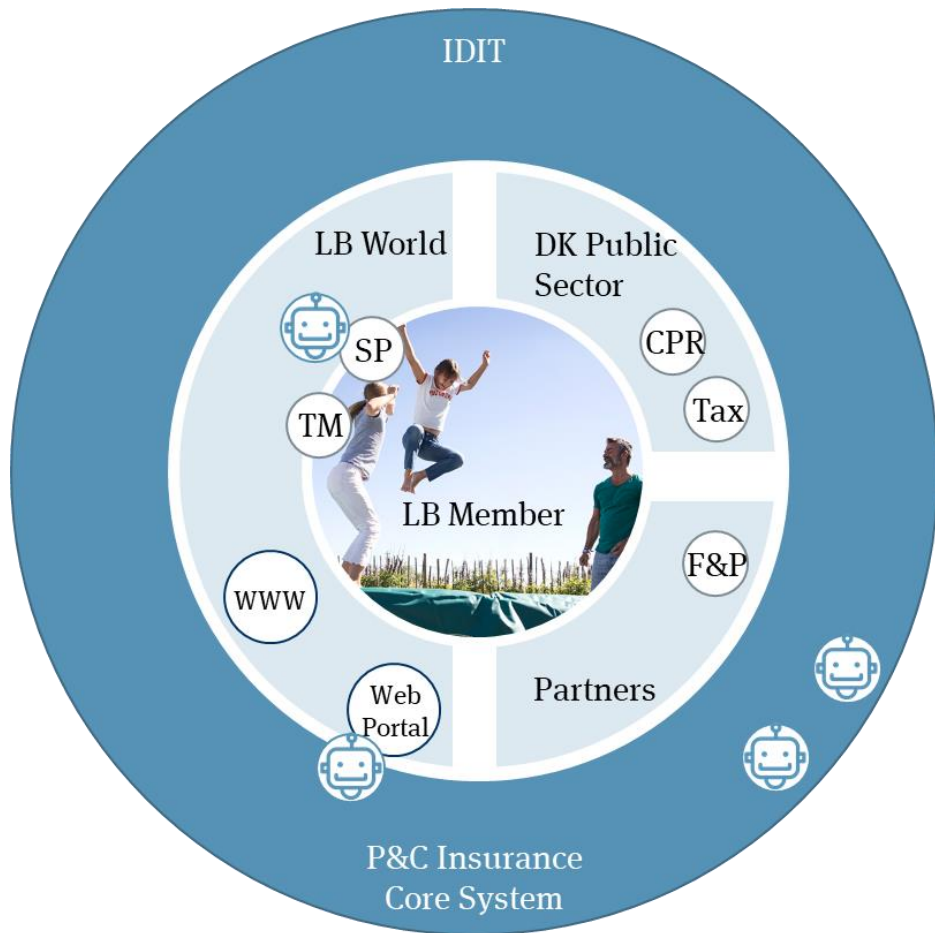




Making LB digital



Digital member expectations



Advantages

Simple member offerings:

- One product, one prices
- 4 brands, one solution
- One insurance core system

Challenges

External complexity:

- >30 APIs/ integrations
- Obligatory industry solutions
- Member expectations; insurance = FMCG



New opportunities

De-coupled solutions to support new initiatives in the pace required by the business and expected by the member

SALES

PAYMENT

De-coupled solutions

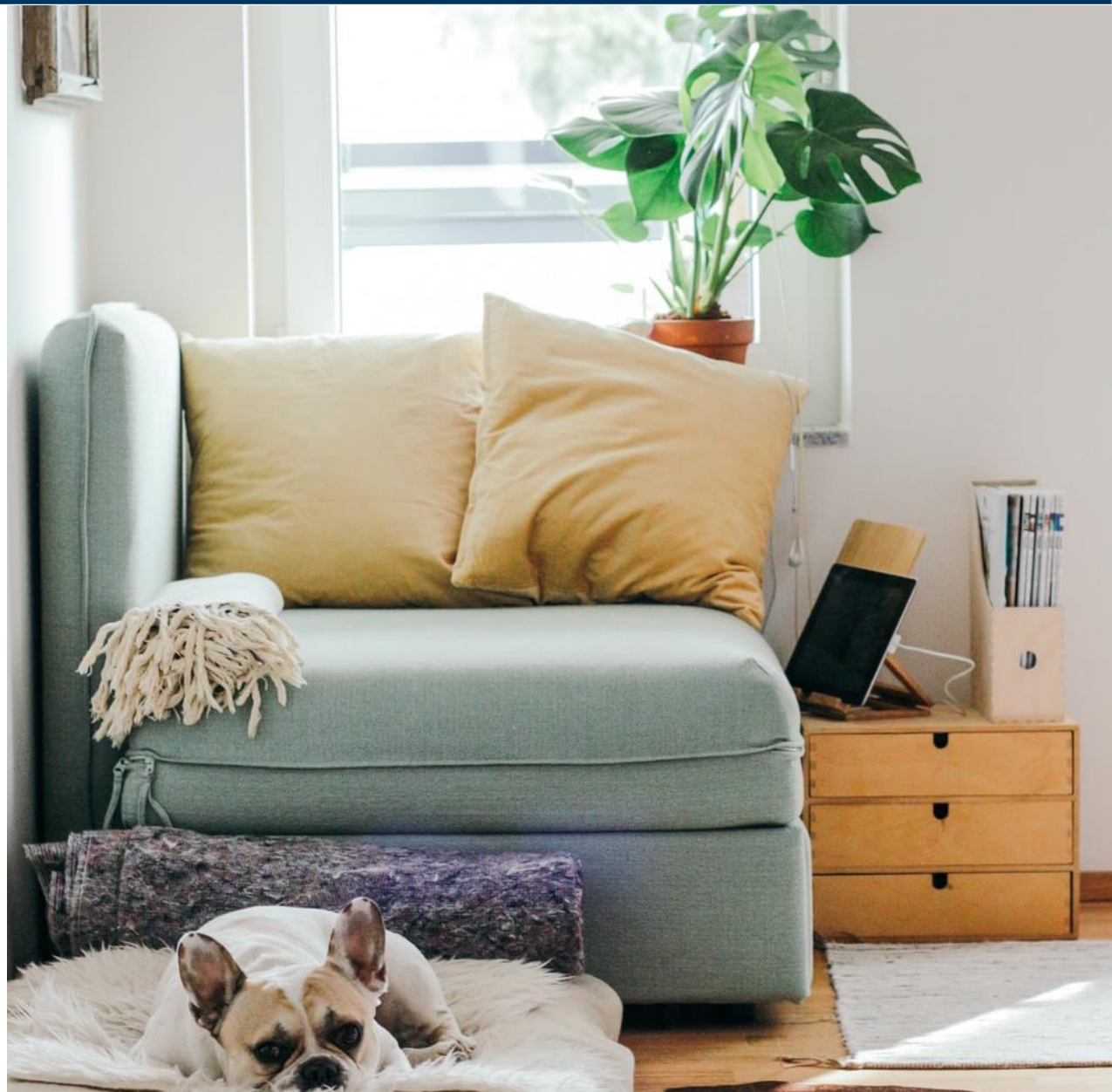
DIGITAL LB
ENVIRONMENT



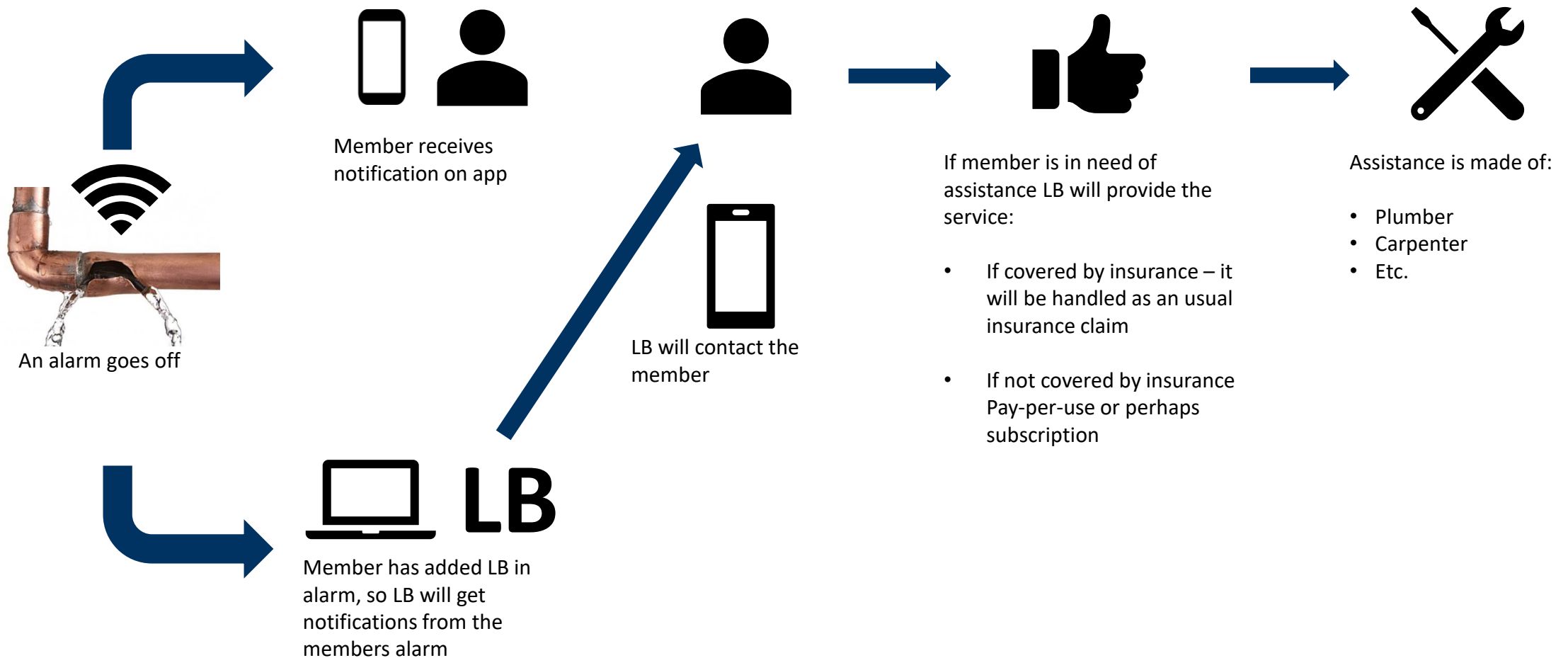


CASE

**We want to make
home insurance
redundant – through
data and trust**



LB will receive notifications from the members alarm and offer assistance



Maria Klæstrup Jensen
Head of Process & Business Design
marj@lb.dk



Ann Kirstine Krag
Head of Innovation
anck@lb.dk



The Digital Mutual: LB Group (Denmark)

Moderator: Ben Telfer, Vice-President, Business Intelligence, ICMIF

**Maria Klæstrup
Jensen**

Head of Process and
Business Design



**Ann Kristine
Krag**

Head of
Innovation



LB Forsikring



@ICMIF_Web



webinars@icmif.org

icmif

International Cooperative and Mutual Insurance Federation

#ICMIFwebinar

The Digital Mutual webinar series



Episode 1, Seguros Unimed (Brazil)

Episode 2, The Co-operators (Canada)

Episode 3, P&V (Belgium)

Episode 4, Securian Financial (USA)

Episode 5, LB Group (Denmark)

More Episodes...coming soon



www.icmif.org/digital-mutual

icmif

International Cooperative and Mutual Insurance Federation

#ICMIFwebinar

Upcoming ICMIF webinars

Innovation as an
opportunity

Unipol
GRUPPO

18 February, 3pm GMT



www.icmif.org/icmif-webinars

icmif

International Cooperative and Mutual Insurance Federation

#ICMIFwebinar