



IDC Guides Insurers Through Omni-Experience Digital Transformation (DX)

New IDC MaturityScape provides framework for delivering omni-experience to grow loyalty and improve business performance

FRAMINGHAM, Mass., September 27, 2016 – Life and property and casualty (P&C) insurers have recognized the need for digitally transforming their businesses, motivating them to confront the challenges of aging legacy systems, manual processes, increased data protection and regulatory requirements, culture issues, lack of innovation mindset, and talent shortage. This is mainly driven by the massive impact of digital technologies that are disrupting the insurance industry and challenging the way traditional insurers sell products, engage with their customers and other stakeholders, and handle competition. For business and IT leaders in insurance looking to design and deliver best-in-class experiences to customers, distributors, partners and other stakeholders in the ecosystem, [IDC Financial Insights](#) has developed *IDC MaturityScape: Omni-Experience Digital Transformation in Insurance* (IDC #EMEA41669116).

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[Sabitha Majukumar](#), senior research analyst, IDC Financial Insights, said, "Life and P&C insurers that are able to deliver an optimized and personalized omni-experience as part of their DX journey should be able to continually attract and grow loyalty with their stakeholders across the entire ecosystem and positively impact their business performance as a result. Those that do not will struggle in the fast-changing digital world in the coming years."

The IDC MaturityScape for omni-experience DX in insurance enables insurers worldwide to:

- Assess their capabilities and stage of maturity in omni-experience DX
- Enable a dialog among business, digital, and technology executives about goals and actions relative to DX initiatives, focusing on delivering an optimal omni-experience across the insurance ecosystem
- Identify areas of omni-experience DX capability that require strengthening
- Establish standards for pursuing omni-experience DX initiatives

The dimensions of the IDC MaturityScape for omni-experience DX in insurance – ecosystem experience, continuous innovation orientation, platform service delivery, and omni-dimensional marketing – represent some of the key capabilities and actions that insurers need to integrate

to grow loyalty and improve business performance. By creating interactive experiences between digitally-enabled businesses, an insurance company's customers, distributors, partners, employees, and things will communicate more effectively with each other and with the business products and services that are increasingly created to meet unique and individualized demand.

This new report should be viewed in the context of a family of documents linked to the other dimensions that make up the broader digital transformation framework, including *IDC MaturityScope: Omni-Experience Digital Transformation* (IDC #255754) and *IDC MaturityScope: Digital Transformation in Insurance* (IDC #EMEA41302416). These documents provide a framework for viewing stages of maturity in five key dimensions: Leadership DX, Omni-Experience DX, WorkSource DX, Operating Model DX, and Information DX.

To arrange a one-on-one briefing with Sabitha Majukumar, please contact Sarah Murray at 781-378-2674 or sarah@attunecomunications.com. Reports are available to qualified members of the media. For information on purchasing reports, contact insights@idc.com ; reporters should email sarah@attunecomunications.com.

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