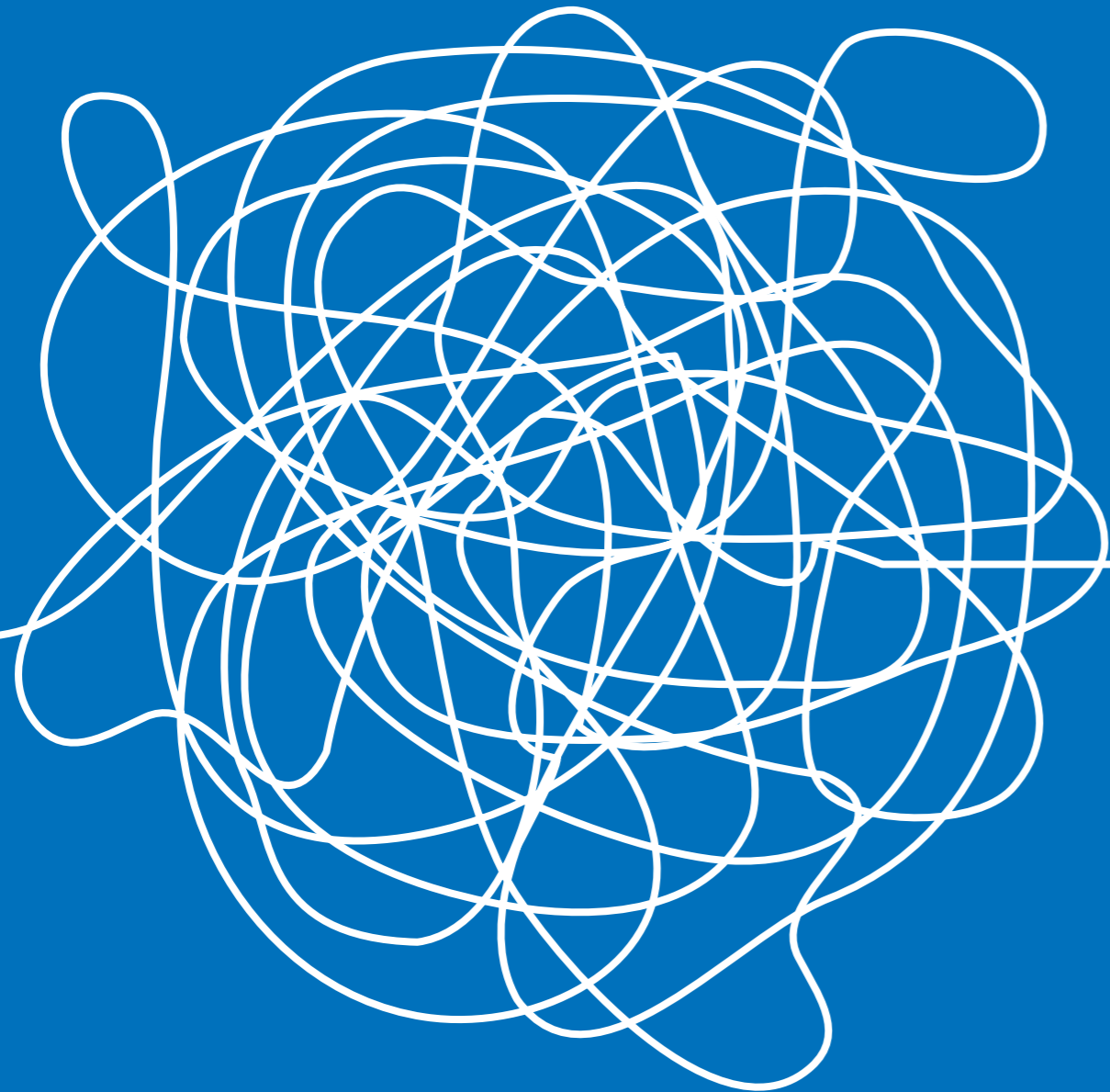


How can insurers stand out in a crowded marketplace?



- Frustrated customers vote with their feet
- **IAG** uses analytics to identify customer struggles
- Which helps remove sticking points rapidly
- And deliver seamless digital journeys

