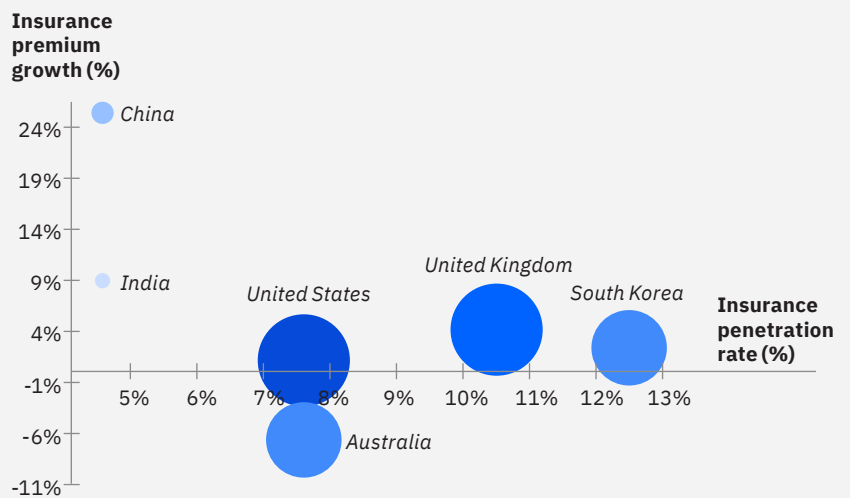


# How to jumpstart India's insurance industry through a customer-centric strategy

Insurance in India is behind many other countries – with enormous potential for growth.\*

Size of bubble represents insurance density (=premium per capita)



To achieve this growth, insurers need to learn from their global peers and reach unserved and underserved customers.\*\*

Offering outstanding post-sale services to drive customer engagement

70%

Creating personalized customer experiences

64%

Using data to identify undefined and unmet customer needs

63%

How can you make insurance more customer centric?

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