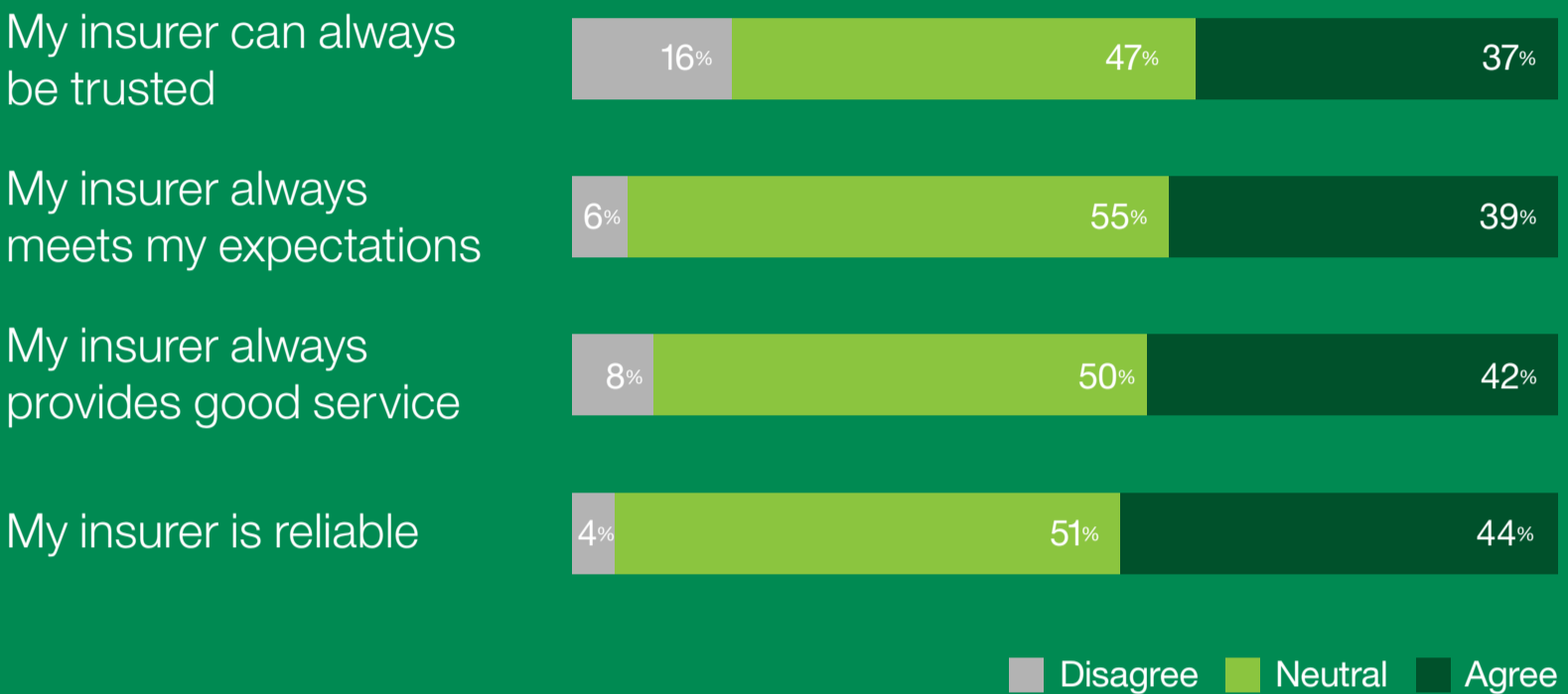


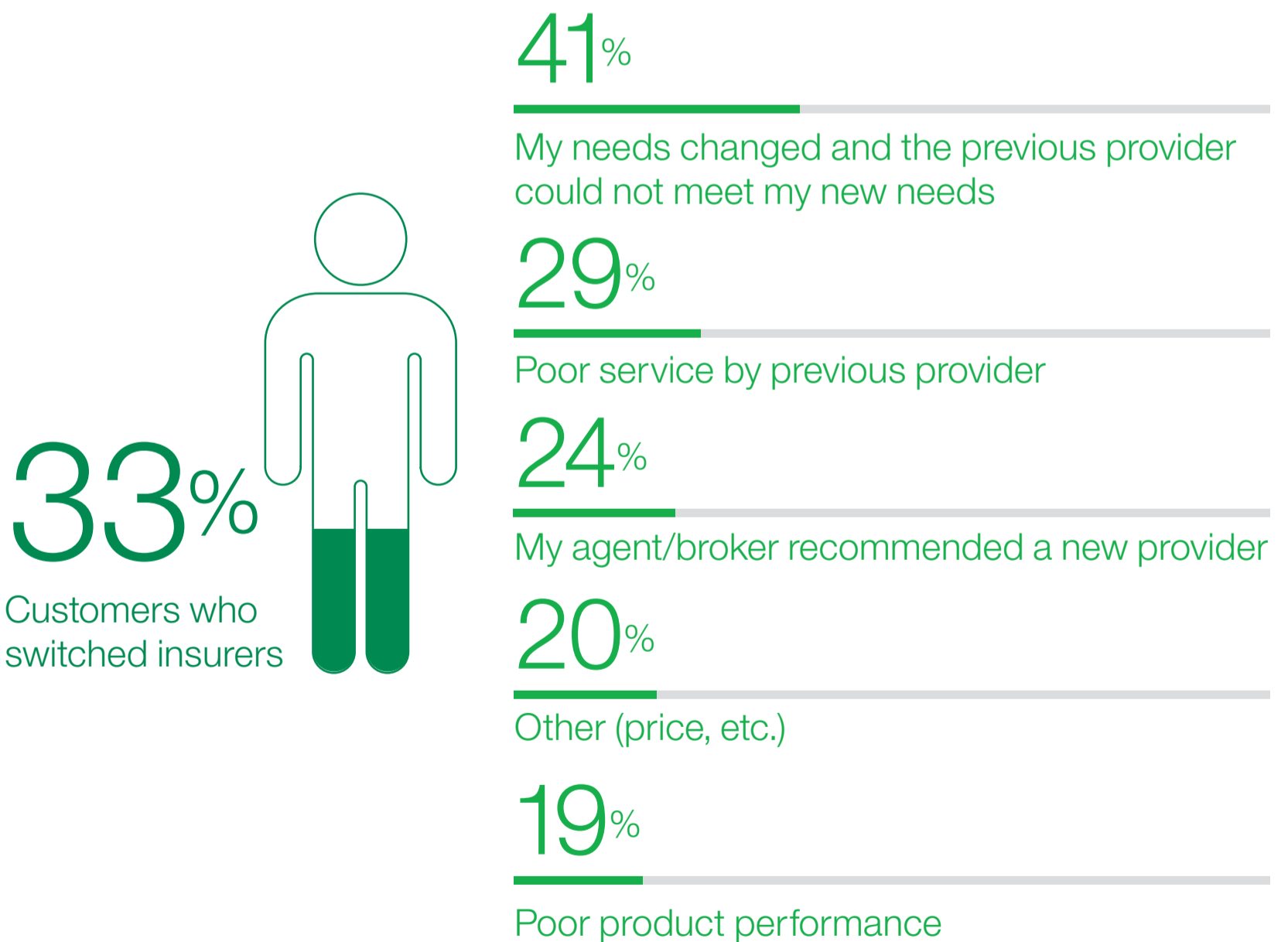
Capturing hearts, minds and marketshare

How connected insurers are improving customer retention

For many insurance customers, there seems to be an expectation and trust gap



When customers switched insurers, it was seldom just about price.



Insurers need to understand their customers, create more value and engage in the right way to retain customers.

To learn more: ibm.biz/insretention