ReImagine
insurance

CRC
CONFERENCE | CONGRÈS

THE 62nd ANNUAL
CANADIAN
REINSURANCE
CONFERENCE

Life.io Overview

Ownership
Privately owned

Founded 2012
Life Insurance since 2015

Active Users
250,000+

Corporate HQ
Philadelphia, Pennsylvania

Active Clients 7

Group	4
Retail	2
D2C	1
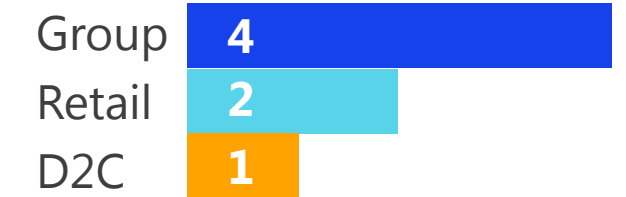
RESILIENCE

DISCIPLINE

ACCOUNTABILITY

QUALITY

ENERGY

ONE LIFE.IO

Defining Life.io

2012

Life.io Founded
Life.io is founded as LifeVest Health and focuses on the Health and Employer Wellness market

2014

The Rise of InsurTech
Life.io changes focuses to fully support Life & Health carriers on the group, individual, and D2C market

2015

Top 3 Global Carrier
Life.io makes a strategic decision to work with one Global Carrier to better understand what it takes to work with the Life market and how to manage global expansion

2018

Partnership over Disruption
Life.io expands partnership model with industry leaders

User Focused
Life and Health Platform

ENGAGE

Branded experience collects data, driving high user engagement through a robust mental, physical and financial dashboard focused on well-being

CONNECT

Drive program adoption to friends and family, expanding brand recognition and new sales opportunities through a Social Selling channel

ADVISE

Products are recommended to users based on life events, creating trust and confidence that their carrier has their best interest in mind

Life.io Methodology
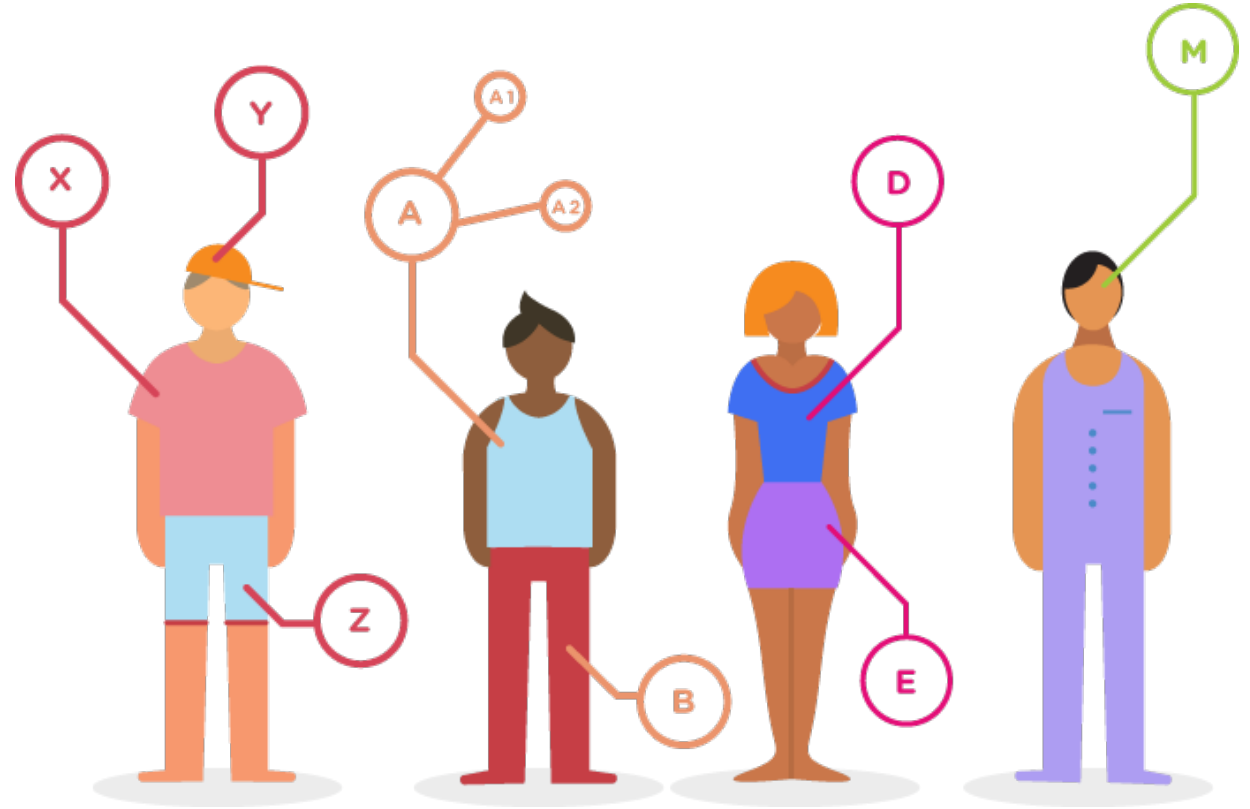
SCIENCE
Rewards and loyalty
Gamification

PERSONALIZATION
Data Collection
On-going Learning

CONNECTED DEVICES
Wearable Integration
Mobile App

User Journey

Life.io uses meaningful customer engagement to bridge the gap between carriers and their policyholders

	User Sets Goals	Points & Rewards	Tailored Content	Social Advocate	Life Events
	Physical Emotional Financial	Behavioral Economics & Gamification	Persona Segmentation Personalization	Social Selling	Life Event ID

Moving the Industry Forward

In Force Management
Today, carriers do very little to manage their policyholder
base. 6 out of 10 policyholders do not know who their insurer
is!

In-House Holding Pattern
Carriers are delaying game-changing decisions and choosing to wait on
industry best practices and peer group adoption before driving
"innovation"

Lost opportunity
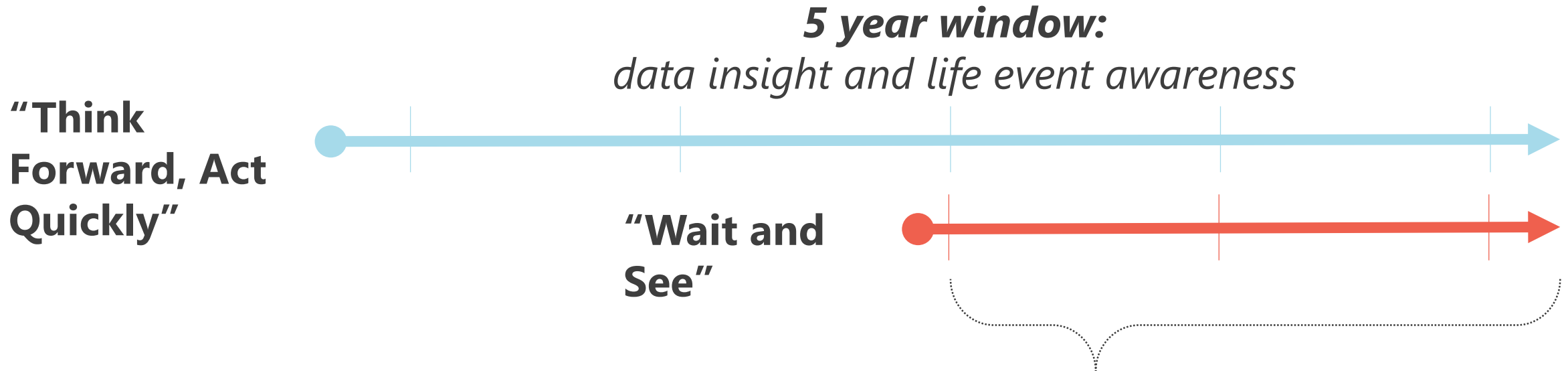You can't make up for lost time...

Opportunities to Drive Success
- Identify clear, precise KPIs
- Elect Champions, not consensus
- Focused on process over outcome
- Stick to a project timeline
- Let yourself, and the project, learn along the way

Carrier Mindset
Risk versus Reward

5 year window:
data insight and life event awareness

"Think Forward, Act Quickly"

"Wait and See"

By having a "wait and see" mindset, carriers put themselves are at risk for being left behind in policyholder data, insights, and ultimately, sales opportunities.

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In Force
Population Example

100 Policyholder Sample Size

35% Adoption

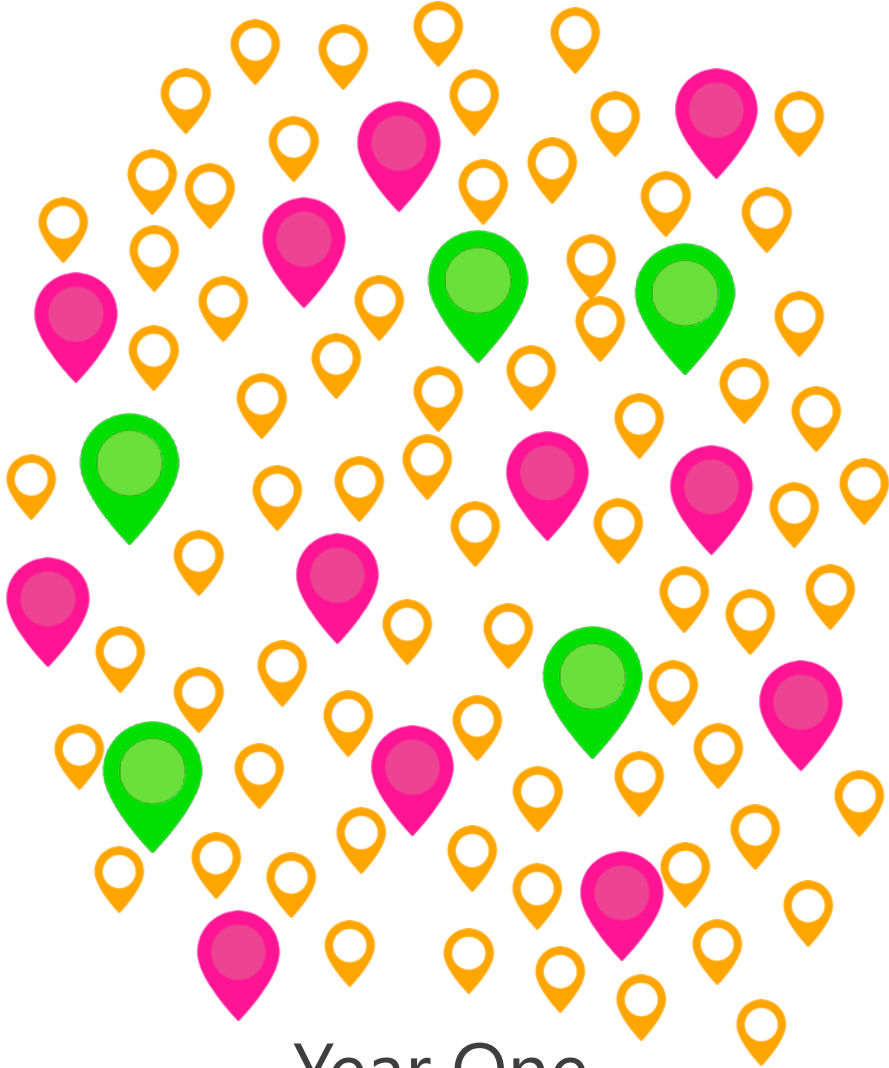22% Retention over 2+ Years

Week One

3 visits (18 data points)

Month Three

24 visits

Year One

98 visits (588 data points)

In Force
Population Example

100 Policyholder Sample Size

35% Adoption

22% Retention over 2+ Years

Top 5 Life Events Identified:

1. Change in Expenses
2. New job
3. Change in health condition
4. Job promotion
5. Car purchase

12 leads generated annually

Year One

98 visits (588 data points)

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The risk

YR 1	5,000 active users Points	20,000 social leads	2.9 Million Direct Data
YR 2	25,000 active users Points	100,000 social leads	14.5 Million Direct Data
YR 3	125,000 active users Points	500,000 social leads	72.5 Million Direct Data
YR 4	625,000 active users Points	2,500,000 social leads	362.5 Million Direct Data
YR 5	3.1 Million active users	12.5 Million social leads	1 Billion Direct Data Points

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Life.io Partnership

CUSTOMER ENGAGEMENT

WHITE-LABEL SOLUTION

SPEED TO MARKET

ACTIONABLE INSIGHTS

INCREASE PRODUCT SALES

LEAD GENERATION

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Questions?

Sales Alignment

- Strategic Workshop
- Pilot Program Learnings
- Strategic Business Outcomes

Contracting

- Standard SLA's
- High level OKR/KPI alignment
- Established Client Success workbook

Configuration

- 60 – 90 days, dedicated project manager
- Leadership kickoff and focus
- SME alignment / clearly defined schedule & deliverable due date project management

Customer Success

- Quarterly review process
- CSAT (end user) surveying
- Annual alignment workshop

Continuous Improvement

- Monthly bug fixes / site enhancements
- Monthly feature releases
- Data driven development at no cost