



Success

insurancemarket

- How we entered the **self-service reality**

- How our strategy led to an **omni channel era**

**im** Innovative

**Success Story**

# insurancemarket

## Who We are



No 1 insurance, energy & money marketplace in Greece

- > 6.000.000 visits to our platforms every year



Quoting 1,2 million unique consumers & households

- In insurance we quote approximately 70% of total switchers in Greece.



The biggest online broker

- With over 550K contracts and €51.000.000 GWP sales



We are certified by Great Place to Work®,

- awarded “e-Business of the Decade” by the eVolution Awards,
- and in 2022 we won the title of “InsurTech of the Year” issued by the Digital Finance Awards.

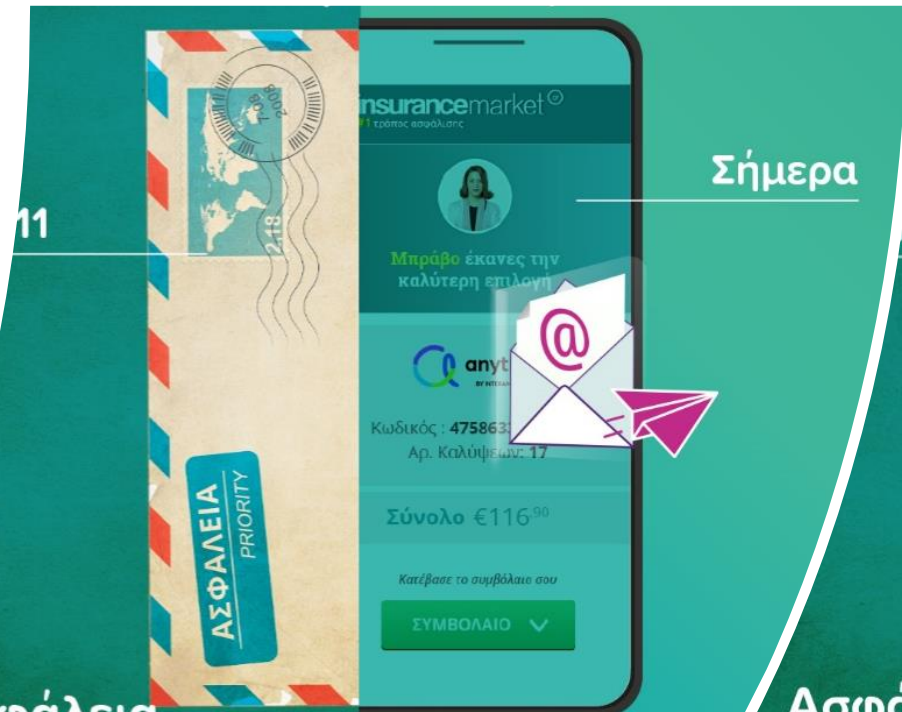


# im Digitization

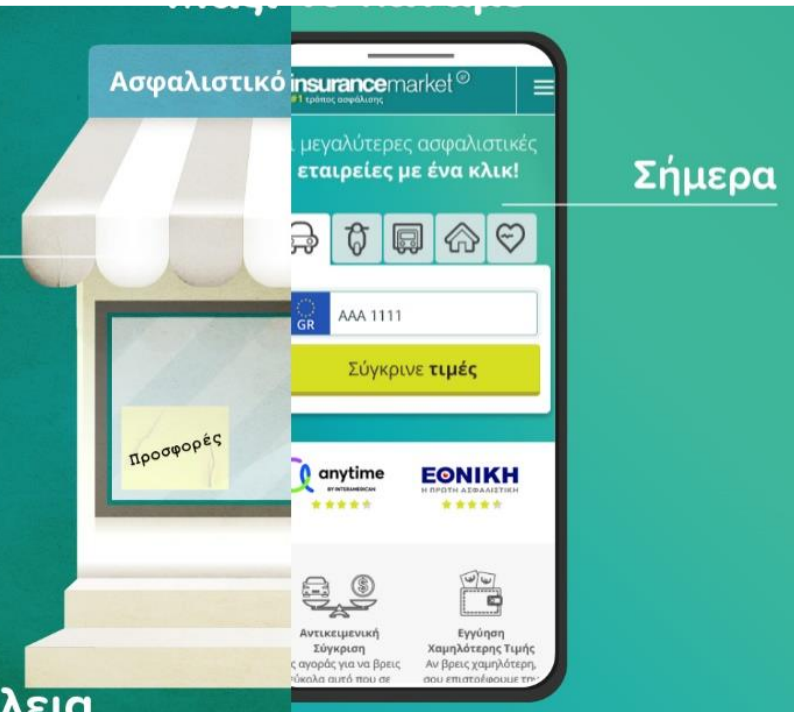
- Process
- Efficiency
- Cost
- Choices
- Behaviors
- Engagement



2011



Σήμερα



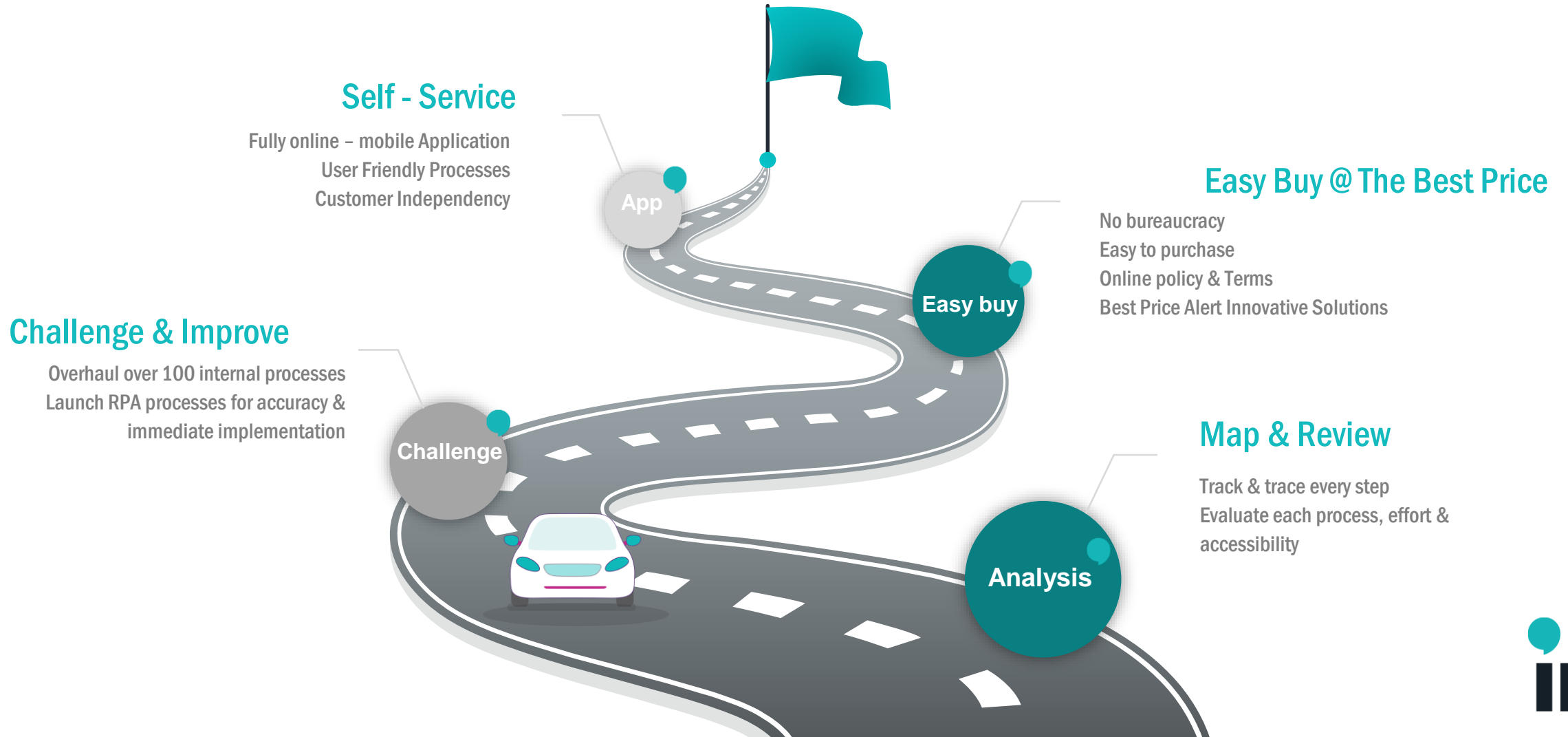
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Ασφάλεια

Ασφάλεια

# Customer Journey Optimization

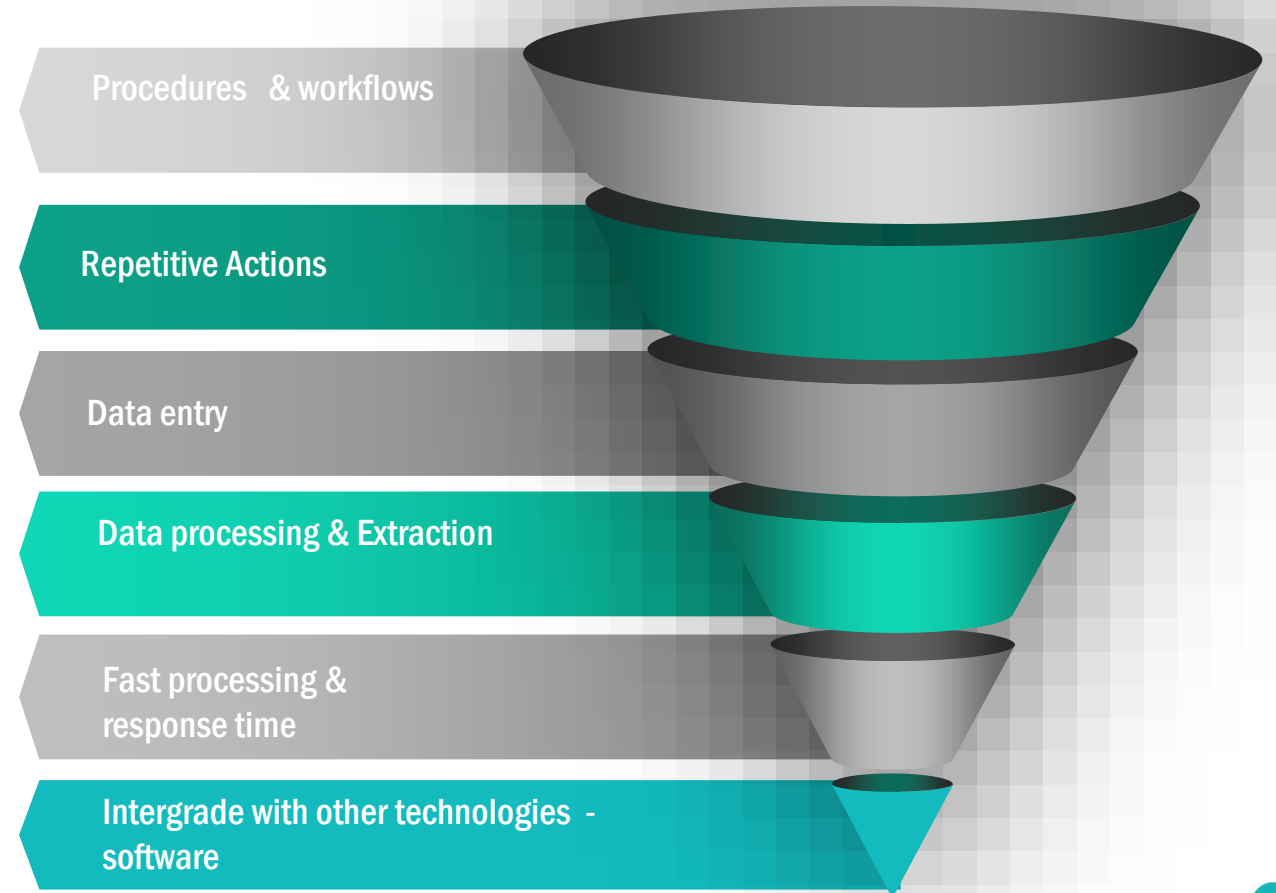
## Make it Easy



Software Robotic Bots in our hands

# Robotic Process Automations

- **Streamline & Optimize Business Processes**



# Robotic Process Automations

**1** **Cost Saving**  
Free up an employee time for more complex and creative tasks

**2** **Increase Efficiency**  
Improve Operational efficiency & Accuracy  
Reduce Human error

**3** **Improve accuracy**  
Intergrade with other AI software and automations

**4** **Reduce manual efforts**  
RPA allows employees to focus on more strategic and value-added activities

**5** **Improve Customer Experience**  
Enhance customer experience

**6** **Increase Customer Loyalty**  
Built trust and loyalty

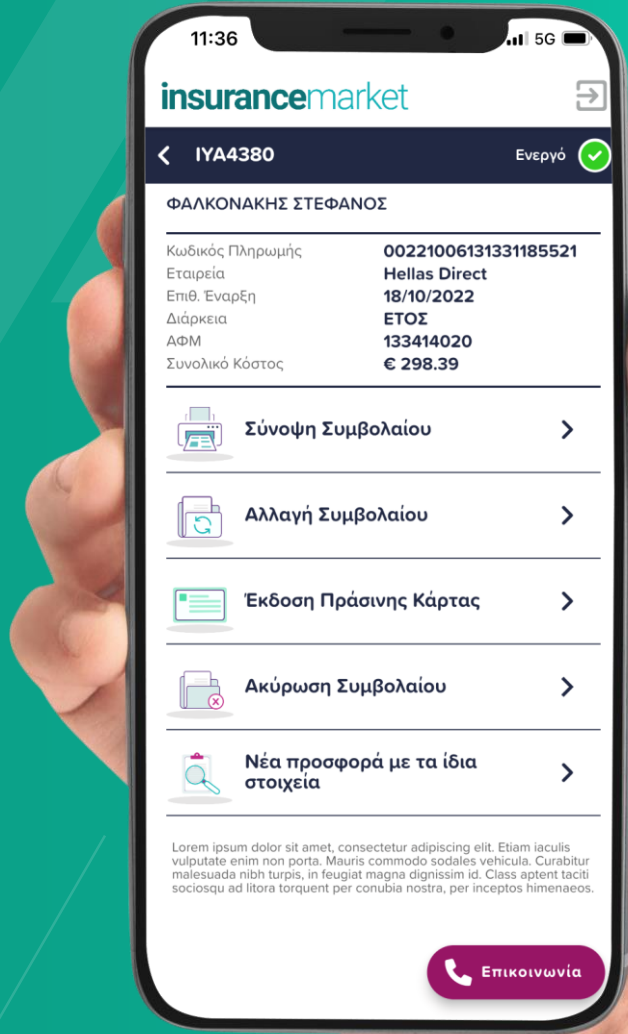


# Self Care

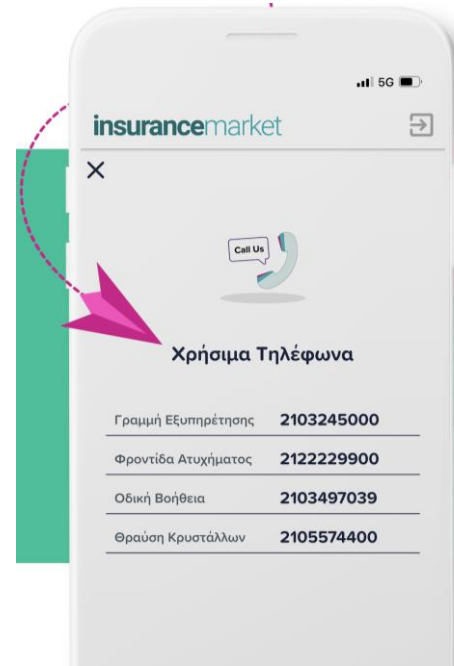
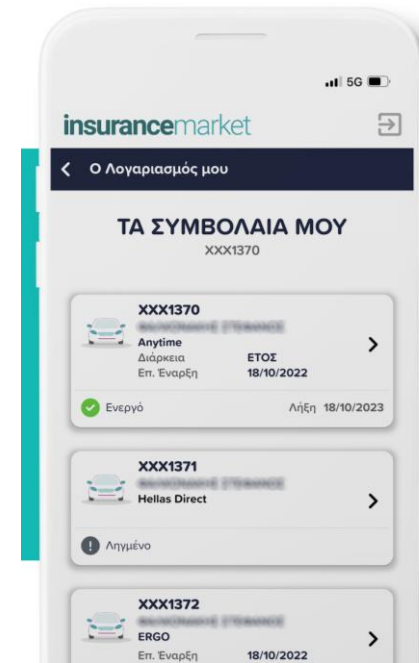


Quick & accurate policy management

# Mobile Application



- View Contract - web view full details
- Green Card Request
- Policy contract online handling
  - Changes
  - Cancel your contract
- Pay Contract & Renewal
- Get a new quote/reprice





# What's next



## Digital Advice

Capabilities of AI

in real time questions & multi turn conversations



**Unless you have  
100% customer  
satisfaction, you  
must improve!**

**insurancemarket**

Εύκολος τρόπος να βρεις το καλύτερο για εσένα!  
Easiest way to find the best for you"

bring the best  
them the easiest

exp expertise and online  
them find the best deal.

build a community  
ther and share common

**We Believe in**

solutions  Innovation 

Technology  Transpar

empowerment Simplicity

**Thank you!**

**im**