



# GENERALI CASE STUDY

## VIDEO TRANSCRIPT

The world is changing rapidly, but change is nothing new when we have almost 200 years of experience. Introducing Mobile Hub, our new agent and customer app designed to work as well for us as it does for you.

Many of our agents were spending hours on administration. Now, they can plan tasks and reach out to hundreds of clients at the touch of a button. We built a platform for social sharing, helping agents to attract lead and build relationships over time. Where once productivity reports had to be written, now they are drawn automatically allowing managers to focus on where their teams are headed, not where they've been.

While Mobile Hub is handing us back our time, it also allows us to give our customers more control. For many, evaluating insurance use to be an annual activity. Now customers can access all of their information or connect to their agent from anywhere. Medical assistance use to mean getting in line. Now, customers can access records, receive reminders and take video consultations online. With our vitality features, customers are now rewarded for positive lifestyle choices, encouraging them to stay on top of their game. And we know there is nothing more important than our customer's home. Smart services provide peace of mind from anywhere making sure everyone gets a good night sleep.

For our customers, managing their insurance no longer feels like a job because now it's working for them. At Generali, we put people at the center of our technology and build out because as your lifetime partner, we are all about you.

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