

# Revolutionizing Insurance with Omnichannel NoSQL

## Key Challenges Facing Insurance



Rising Customer Expectations



Data Silos



Compliance and Regulation



Instant Insurance Claims and Quotes

In this customer-centric world, insurers need technology that supports innovation and stays focused on achieving business goals, while keeping a pace that surpasses the competition.

## 1. Omnichannel for Insurance



Consumers today are well informed and have high expectations. This is why many insurers are taking an omnichannel approach with mobile apps, self-service websites, and automation. Omnichannel insurance offers your customers a more engaging and responsive customer experience.

Insurance distribution channels are changing rapidly and customers are demanding real-time interactions. Is your customer experience meeting the expectations of your customers? Are you losing out on prospective customers due to lack of visibility? Do you even know?

## 2. De-silo Your Data and Experience

Many insurers struggle with the omnichannel experience and are unable to deliver on customer expectations because their systems are too siloed. Getting the most value out of your data starts with shattering data silos, which the majority of folks in your organization aren't aware even exist. Without the ability to access and analyze all of your data in a fluid manner, it becomes very difficult to deliver exemplary customer experiences and uncover what your customers truly want.

There's an easy fix: Simplify and consolidate your tech infrastructure as much as you can. For example, DataStax Enterprise (DSE), a multi-model NoSQL database designed for hybrid cloud built on Apache Cassandra™, enables you to store data in the most appropriate format (e.g., graphs, documents, key-value, and JSON etc.).



## 3. Compliance and Regulations



Insurers need to stay compliant and continue to build their risk and fraud initiatives, despite regulation uncertainty. Fraud for insurance companies is a major issue; an insurance industry coalition estimates it to be an \$80 billion-a-year problem. This key issue impacts both insurers and consumers with the cost of fraud being passed on, resulting in reduced earnings for insurance companies that continue to pay fraudulent claims. DataStax helps you discover patterns and anomalies by comparing real-time transactions against historic behavioral and purchasing patterns—in time to eliminate risks.

## 4. Insurance Claims and Quotes in an Instant

The longer a claim or delivering a quote takes the less-engaged the customer becomes, leading them to question their dedication to the insurer. Delivering value to customers, maintaining relationships, and proactively addressing their needs are paramount to succeeding.

With DataStax, you are equipped with integrated, real-time graph, analytics and security which empower insurance companies to get a single view of the customer and drives contextually relevant omnichannel experiences and personalized recommendations and outcomes. This real-time view of your customers also assists in identifying and mitigating fraud by detecting atypical patterns instantly in order to stop fraud in the moment or even before it happens.



## Achieve it all with DataStax.

DataStax Enterprise, the leading always-on, distributed hybrid cloud database built on Apache Cassandra™.

- ✓ Masterless
- ✓ Always-on and highly available
- ✓ No data silos
- ✓ Better governance
- ✓ No cloud vendor lock-in
- ✓ Fast and powerful

Learn more about how DataStax is revolutionizing the insurance industry at [DataStax.com/Customer-360](https://DataStax.com/Customer-360)