

**Engage, educate  
and inspire with  
personalized video  
communications**



**Today, businesses prioritize customer experience (CX), yet the vast majority of them fail to differentiate their CX, leaving customers feeling indifferent about their brand.**

This perceived CX sameness, coupled with an overabundance of irrelevant ad messages and marketing content, has led to consumer disengagement. Disengagement is expensive for both the brand's reputation and its bottom line. Today's digital experiences are missing the mark: customers are uninspired to engage.



**Disengaged consumers:**

- Stop paying attention
- Feel unappreciated
- Spend less
- Churn more
- Costly to serve
- Ignore messages
- Likely brand detractors



**Engaged consumers:**

- Connect emotionally
- Forge meaningful relationships
- Buy more
- Stay longer
- Higher lifetime value
- Take the next best action
- Become brand advocates

# Transform your customer experience (CX) with next generation digital engagement

## Video-powered experiences anyone can create in just minutes!

Customer expectations are at an all-time high, yet it's more challenging to engage with consumers today. Insurance brands that master customer experience gain a powerful way to differentiate their brands and drive loyalty.

Emotion, ease and effectiveness are the required components: customers want helpful information fast and with minimal effort; they can't be bothered with generic content; and it must be brought to life in a compelling way.

Accenture has teamed with SundaySky, to help life insurers and annuity carriers engage, educate, promote and inspire customers with a Video Experience (VX) platform. It's technology that lets you deliver more immersive digital experiences at scale. And you don't need a videographer or producer to quickly create engaging videos.

VX lets anyone create professional quality videos and close the engagement gap that occurs during key moments in the policyholder's journey. It's an opportunity to educate them, build trust and drive the next best action.

Transforming CX demands a new generation of digital engagement where video leads and strengthens the experience. We call it video-powered experiences.

## The engagement gap is most evident in four moments.



**"Why should I buy or try this"**

47% of consumers desire tools & services to alleviate the mental hassle of complex decision making.

Gartner



**"I'm confused and need an explanation"**

9 out of 10 consumers reported not receiving help from brands when they needed it most.

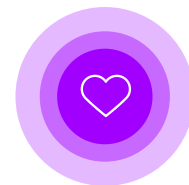
Gartner



**"I'm not sure of the value I'm receiving"**

Nearly 1/2 of consumers switched brands because value was lost in a poorly curated experience.

Accenture



**"I want to feel sincerely appreciated"**

68% of customers churn because they believe that companies don't care about them.

LiveAgent



**CONVERT** ME



**CLARIFY** FOR ME



**CONVINCE** ME



**CARE** ABOUT ME



# Personalize your digital experiences across the policy lifecycle

VX is integrated with the Accenture Life Insurance & Annuity Platform (ALIP) enabling you to add the human touch from onboarding to final claim or payout. It helps you keep customers engaged with your brand in a more meaningful way.

VX makes it easy for you to personalize your customer experience with quick easy-to-create videos, dynamically generated from policy data in your ALIP or other policy administration system. You can easily create engaging real-time video messages for virtually any communication including onboarding, policy reminders, plan updates, and promotional offers. And because they're so engaging, they elicit a higher response rate than static video or email communications.

## Welcome and onboard customers

- Reduce call volume and contact center costs
- Reduce pre-install cancel rates
- Reduce early churn
- Increase adoption of self-service tools like paperless enrollment and autopay

## Convert new customers

- Increase brand and product awareness
- Drive conversion rates while lowering cost per acquisition
- Accelerate purchase flow and buyer consideration

## Support billing

- Reduce inbound call volume and related expenses
- Increase uptake on digital tools like autopay and paperless billing
- Reduce the cost of care and early churn

## Provide customer care

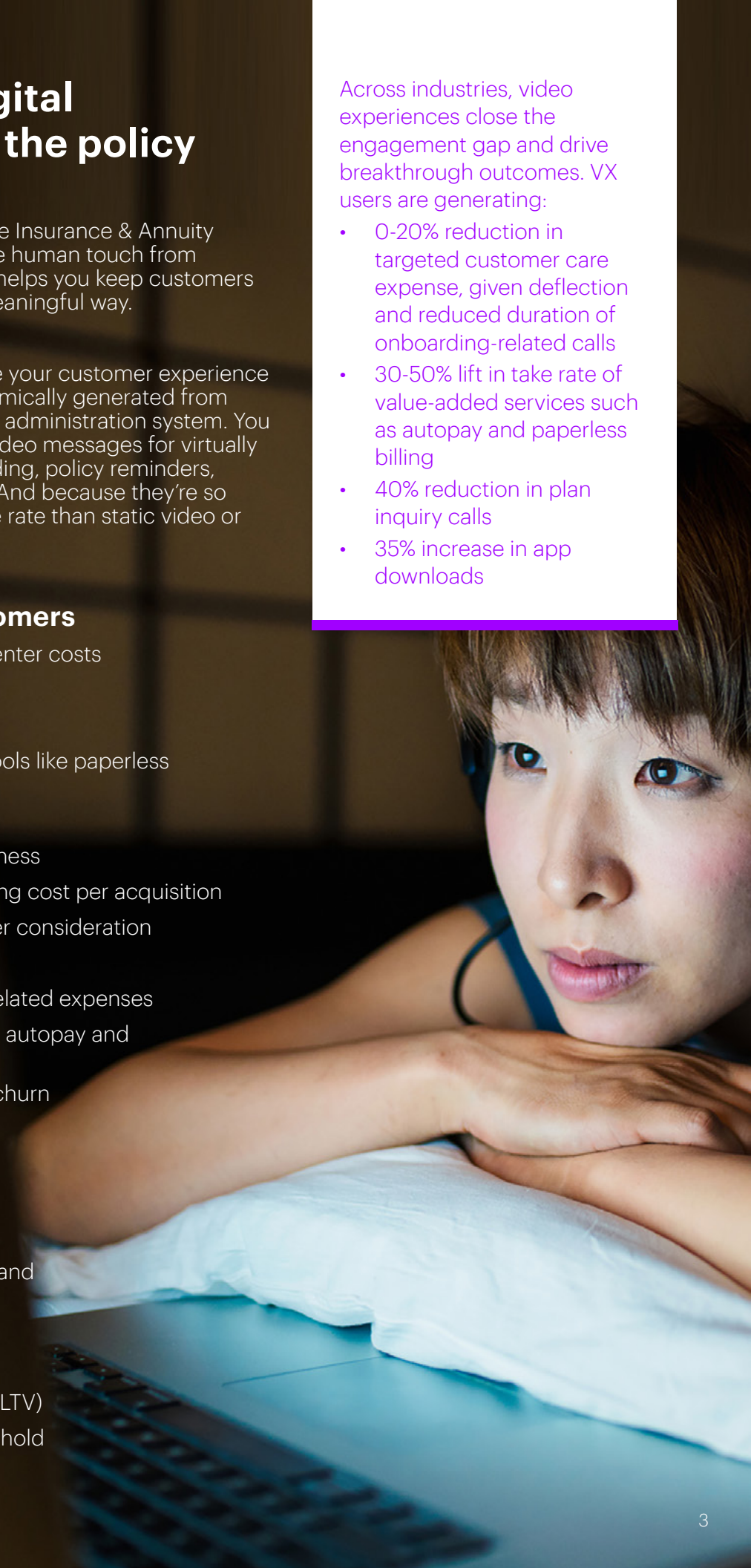
- Increase brand affinity and loyalty
- Lift in Net Promotor Score (NPS)
- Reduce churn
- Expand opportunities to cross-sell and upsell and help boost uptake
- Optimize customer care costs

## Grow customer loyalty

- Increase Customer Lifetime Value (LTV)
- Increase brand footprint in a household
- Reduce customer churn

Across industries, video experiences close the engagement gap and drive breakthrough outcomes. VX users are generating:

- 0-20% reduction in targeted customer care expense, given deflection and reduced duration of onboarding-related calls
- 30-50% lift in take rate of value-added services such as autopay and paperless billing
- 40% reduction in plan inquiry calls
- 35% increase in app downloads



## How it works. The power of scene modularity.

VX is a SaaS-based video experience platform that uses data-driven decision making and dynamic content to power its messaging. Built for modularity and scalability, each experience is rendered in real time for maximum relevance. The result is a video-powered experience that drives breakthrough outcomes. All of which are combined to communicate a message—static or dynamic if powered by data.

The heart of the platform is scene modularity. Every scene is designed for a specific topic

and its content is comprised of footage, graphics, text and narration.

The scene library is made up of various modular scenes that cover a range of topics which when assembled create different experiences based on the viewer profile, the delivery channel and when it is viewed.

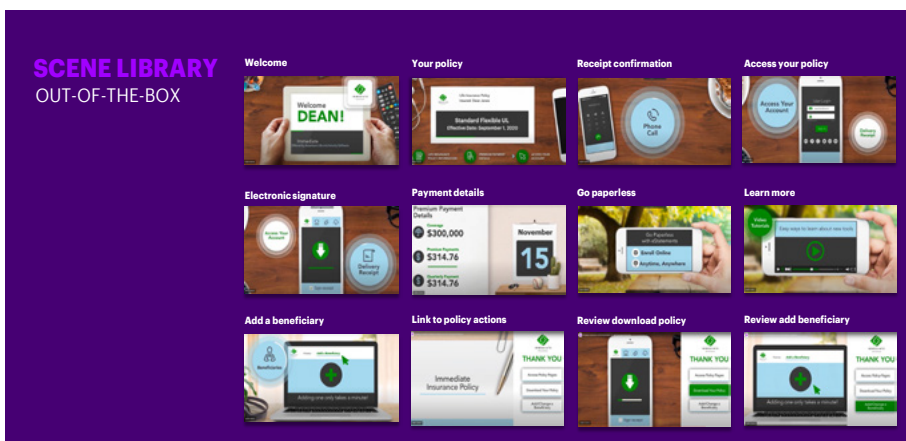
You can convey tailored messaging to specific groups all the way down to an individual.

Data fuels video-powered experiences by determining scene sequence and driving dynamic content and creative decisioning. As customers interact and engage with their

individualized experiences, you can leverage behavioral data collected by VX to inform updates and maximize performance.

Video experiences can be delivered from a variety of paid and owned media in a variety of different media channels including email, portals, chatbot, apps or a social feed. The format, length and design of the experience is optimized to the channel itself to encourage the desired behavior.

### The potential of the VX platform is limitless.



Learn more about Accenture's extensive and growing ecosystem of partners that can quickly enable you with the capabilities you need to drive growth, reduce costs and delight your customers. Visit [ALIP Ecosystem Essentials](#)

When VX is central to a digital experience, it evokes positive emotions, simplifies messages for easy consumption, and effectively meets the needs of customers on an individual level. VX breaks through engagement barriers to forge meaningful connections and compels customers to take the next best action.



## Explore ALIP's digital suite

Set your company apart from its competitors. Explore our portfolio of digital innovations and partner solutions and see how they can help you attract and retain customers. And they're ALIP-ready right out of the box!

### Accenture Life & Annuity Analytics

Real-world out-of-the-box insights designed exclusively for life and annuity carriers

- Improve top- and bottom-line performance
- Optimize products and markets
- Enhance agent performance and customer experience
- Reduce risk

### ALIP Portal

24x7 self-service for agents and policyholders

- Consumer self-service
- Agent collaboration
- Mobile first, responsive design
- Real-time data
- Reduce call center costs

### Digital Health Engagement Platform by dacadoo

Analytics-powered health and wellness application

- Increase brand loyalty
- Engage consumers throughout the policy lifecycle
- Encourage healthy lifestyles

### Risk Engine by dacadoo

Improve underwriting with extensive morbidity, mortality and health data

- Accurately assess risk
- Improve the life insurance buying experience
- Provide fast, accurate underwriting decisions

### Video Experience (VX) by SundaySky

Video communications, dynamically personalized with data from your policy system.

- Differentiate your company's customer experience
- Increase brand affinity and loyalty
- Engage and educate policyholders
- Improve retention



# Contact us

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## About Accenture

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