

Getting Started with

Connected Insurance

A guide to the models,
implementation, and
business case for
connected insurance



Making the world's road & drivers **safer.**

Preface

Covid has changed the needs and expectations for motor insurance across Europe. These changes are driven by how we've adapted to the "new normal" — how we live, work and drive — and have unlocked significant opportunities for insurers. With these changing behaviours, insurers have seen the need to price customers on individual risk. Consumers have come to the same conclusion on the other side of the equation — they want personalised pricing.

This shared need for personalised pricing has led to an acceleration in the number of connected motor insurance propositions in Europe. It's likely that your competitors are offering new and innovative products to attract your customers.

In this report, you will find an analysis of the key trends impacting European insurers. You will learn how other insurers are using connected insurance to their advantage, and how you can do the same to gain a competitive edge in your market.

The report also includes 5 examples of how carriers are using connected insurance programmes across the customer lifecycle. From Try-Before-You-Buy, to risk segmentation, engagement, behaviour change, and proactive claims, you'll be able to see the strategies of real programmes in market today.

As we learn more about your business, we will make more precise recommendations. And, as we do, we think you'll see the impact connected insurance can have on your business.

I will be a resource for you on this journey. Please feel free to contact me anytime.

Onward!

Thomas Hallauer

Marketing Director Europe

Cambridge Mobile Telematics

Thallauer@cmtelematics.com



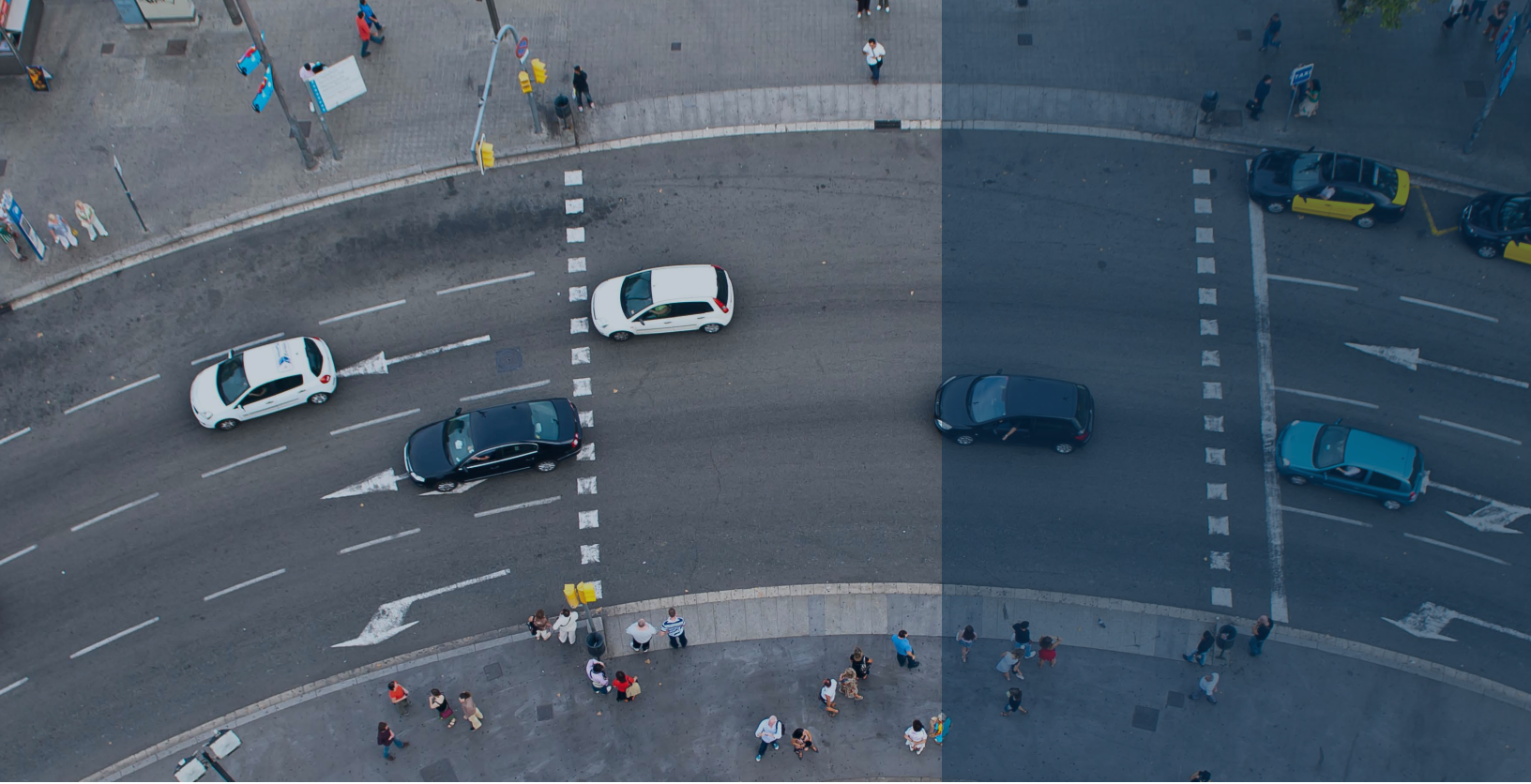
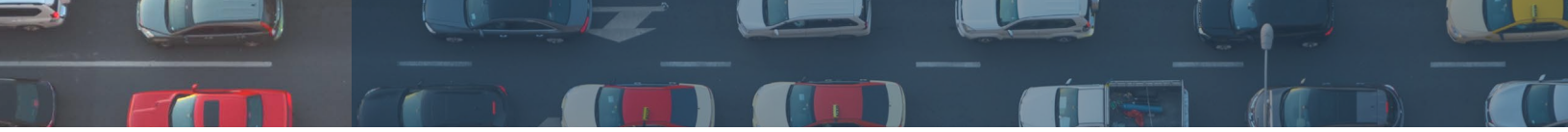


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A. Why Now: The Market Changes Accelerating the Need to Innovate

1. Covid's impact on risk and expectations

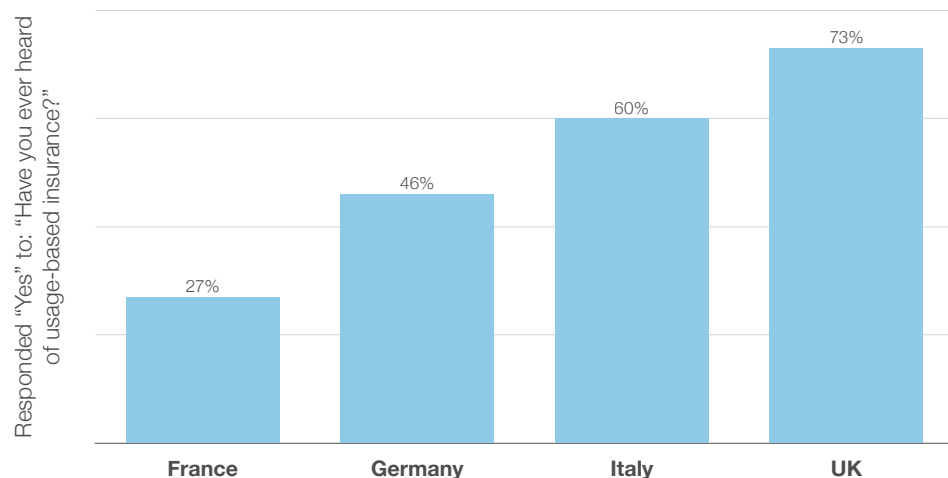
No matter how you price motor insurance, the pandemic rattled the industry. Initially, fewer people were driving. Roads opened up. Speeding and distraction increased. Frequency dropped because there were fewer drivers on the road. Severity increased due to the surge in risky behaviours. The disruption continued as supply chain issues raised the cost of used vehicles and parts. Even after two years of the pandemic, these risky behaviours are proving more common, and heightened severity could last much longer.

Some insurers implemented broad refunds at the beginning of the pandemic in response to the reduction in driving time. Telematics insurers had an advantage here: They knew the driving habits of their customers and were able to offer a personalised response based on each individual case. As behaviours on the roads shifted throughout waves of variants, telematics insurers were able to adjust programmes to fit the evolving needs of their customers.

Across France, Germany, Italy, and the UK, consumer awareness of mileage-based and behaviour-based programmes soared during Covid. Overall, 65% of drivers across Europe would choose UBI if their insurer offered it to them. In France, 66% of drivers would choose UBI.

Fig 1:
UBI Awareness
in Europe is
Steadily Growing

Source:
From surveys taken in
Jan 2021 and April 2022



As the survey data shows, this accelerating, growing awareness and interest in connected insurance points to it going mainstream, like mobile navigation or smartphone banking before it. As a result of this surging demand, many large and small insurers across Europe have already successfully launched connected insurance programmes.

Drivers across Europe are interested in connected insurance

65%

of drivers in Europe would say **yes** to UBI if proposed

66%

of French drivers would **be interested** in UBI if it was available

Source:
From surveys taken in Jan
2021 and April 2022

2. Connected insurance is already mainstream

Insurers have seen the value in telematics. This is why there are more than 110 active UBI programmes across 18 European countries. The growth is most visible in Germany where UBI driver numbers have doubled in recent years, reaching 750,000 people, according to the actuarial firm MSK*. MSK expects volumes to reach the 1 million driver mark this year and grow to 10 million by 2025. The firm projects the number of insurers will double in the same timeframe.

Connected insurance programmes have also grown beyond the youth programmes traditionally utilised in the UK. Across the UK, Germany, and Italy, insurers like Admiral, HUK-COBURG and Unipol have launched connected insurance propositions for the mass market.

European and American insurers have seen the value in their connected insurance programmes on their telematics-only apps. They're scaling the functionalities of connected insurance into their corporate branded app (or core app). In addition to rapidly scaling their programmes, unifying connected insurance in one app reduces complexity, and provides an opportunity to manage and cross-sell products.

Including connected insurance in the core app has two immediate benefits for consumers. The first is that more people will be able to benefit from connected products such as crash detection. The second is that more people will be aware of the products available to them and be able to make the choice to join a programme. For example one that proposes a short period of scoring right before the next renewal.

For the insurers, the impact of unified connected insurance in their core app is more profound, **here are four examples:**

- Insurers can now offer connected insurance products to their entire book of business.
- They can utilise rewards programmes and other incentives that improve driving behaviours.
- They also help increase policy retention to a broader segment of customers. CMT research shows that connected insurance engagement helps improve driver safety: drivers who are highly engaged are 65% safer than those who are not.
- With connected insurance in their core app, insurers can offer popular consumer products like crash assistance and link it to digital claims filing assistance. Popular products like these drive digital adoption, which bring downstream benefits like claims operation efficiencies.

Across the board, connected insurance provides many benefits for an insurer. It could be the main reason why a customer downloads your app.

*Source: www.aktulare.de

The European market in numbers:

Premium levels in western Europe are too often misunderstood. Markets generally think their premiums are lower than the neighbouring countries and that low premiums prevent them from running connected insurance programmes. The reality is very different: most European markets have successful UBI programmes in place and the biggest market today, Italy, has the lowest average premium.

Fig 2

Average Premium
in € (comprehensive
coverage)

FR source:
Reassurez-moi.fr

DE source:
Average price from 7 profiles
from Autobilid.de

IT source:
Facile.it

SP source:
seguros coche from Kelisto.es

UK source:
MoneySupermarket.com

Accurate as of April 2022

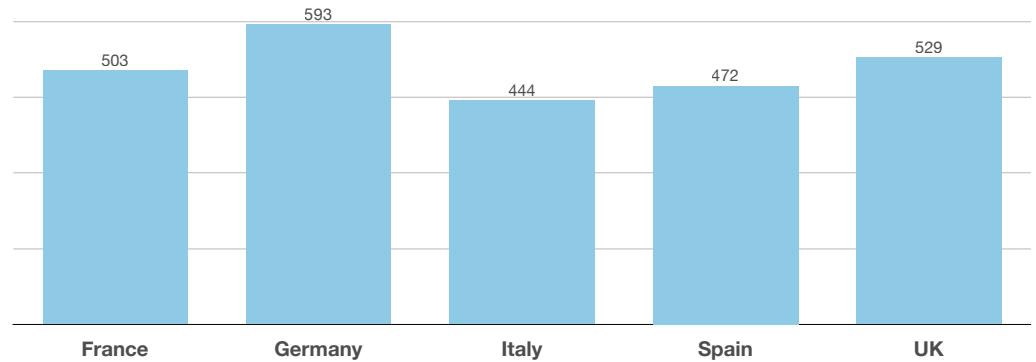
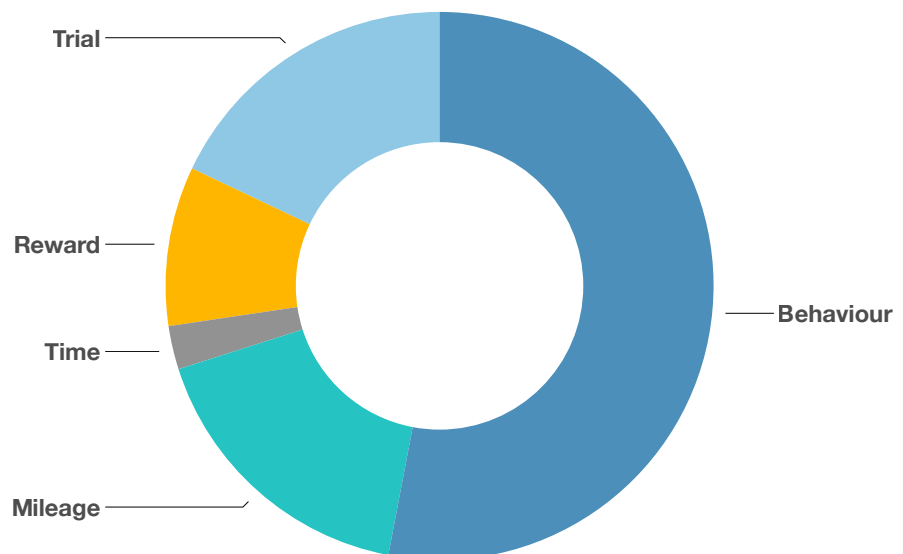


Fig 3

Models of Connected
Insurance in Europe

Share of the UBI programmes
on the market in Europe



Today, there are over 110 active UBI programmes across 18 countries in Europe. They span from behaviour-based models to Pay-As-You-Go.

Fig 4

Connected Insurance has Matured Beyond Young Drivers

Share of the UBI programmes on the market in Europe

Connected insurance programmes targeting all drivers:

Europe overall:
57%

In Germany:
63%

In the UK:
42%

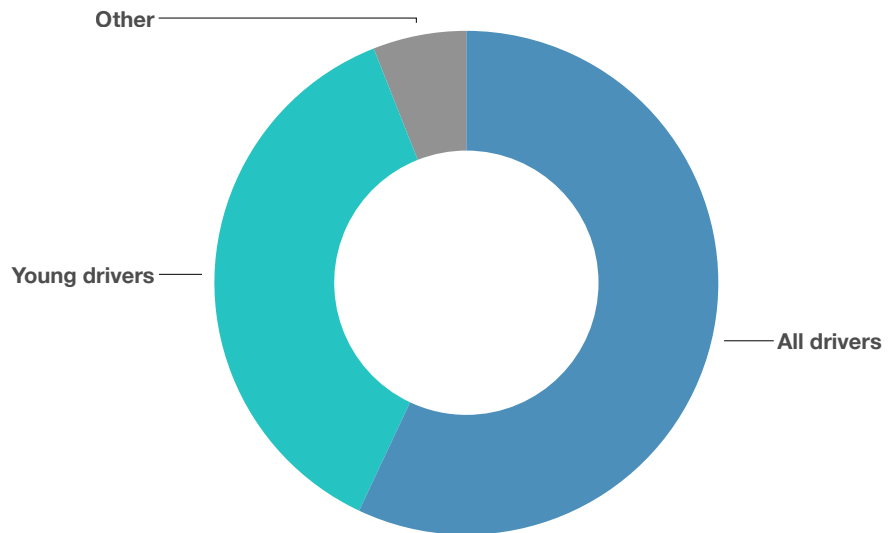


Fig 5

Black Boxes are Disappearing in Connected Insurance

Share of the UBI programmes on the market in Europe

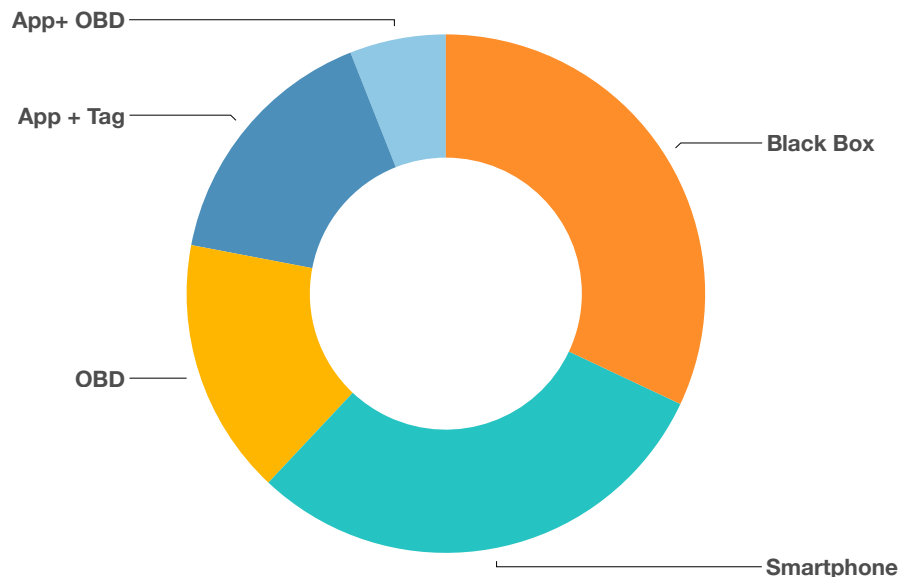
Black box (BBX):
32%
(only in the UK and Italy)

Smartphone-only:
30%

App + Tag:
16%

OBD:
16%

App + OBD:
6%



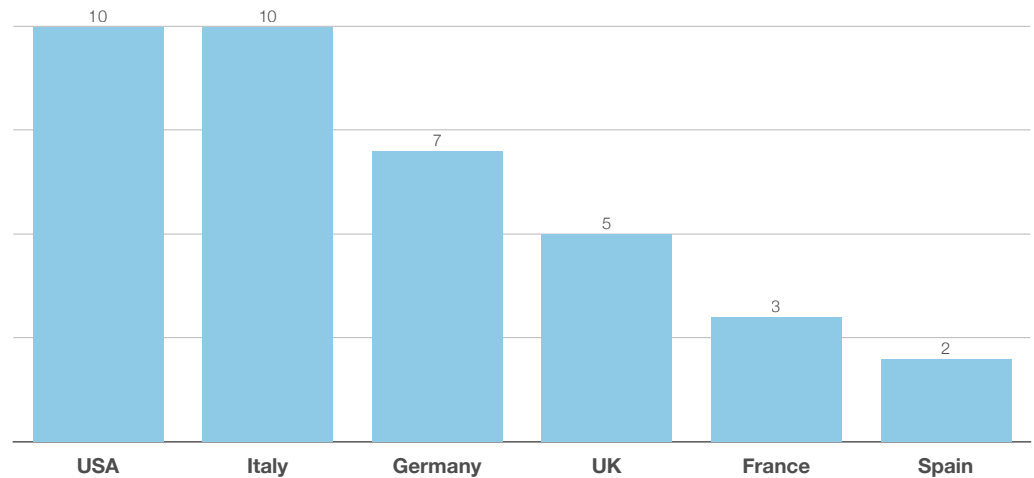
The mix of technologies for connected insurance in Europe is broad.

However, black box solutions are fading due to higher cost structures that include hardware, installation, and data.

The trend towards App + Tag offers started 5 years ago. It is progressing across Europe, even in Italy and the UK, which have historically relied heavily on engineer-installed black boxes.

Fig 6

Number of Active Telematics Programmes from the Top 10 Insurers



Today, every Top 10 insurer in the US has a telematics programme. (This is true in Italy as well, however it's a legal requirement there.) In each country, there are national particularities to be aware of:

Germany: Many German insurers use discount-centric UBI. The discounts are clearly labelled, including the onboarding discount.

UK: UK insurers link connected insurance promotions to savings at renewal. However, they do not mention clear discount levels.

France: UBI offers are far and few between but models include discount, reward and mileage.

Spain: Spanish insurers haven't fully embraced connected insurance yet. The two leaders in the country are Mapfre and Linea Directa using discounts and rewards.

3. Connected insurance results are outstanding

Improved underwriting precision

Telematics programmes have given insurers a competitive edge. For instance, they protect insurers against adverse selection. Now, carriers are racing to grow their programmes.

HUK-COBURG, the German motor insurance market leader, has publicly stated that connected insurance variables provide them with a 9X lift compared to other factors. The insurer also identified distracted driving as a key risk factor and demonstrated that distracted drivers are 3 times more likely to crash.

In the UK, insurers are navigating a new world defined by a recent Financial Conduct Authority (FCA) regulation. The intent of the regulation is to reduce "price walking", where consumers pay a lower price at acquisition and significantly higher rates at renewal. With the new regulation, UK insurers must provide data to validate rate increases at renewal.

In their analysis of the recent FCA regulation impact on the UK market, Consumer Intelligence, a UK insurance analytics firm, presented the recent price evolution since the Jan 22 deadline (see Fig 7). From that date onwards, most Price Comparison Website's (PCW) prices increased. The young driver products (typically the telematics programmes) however bucked that trend.

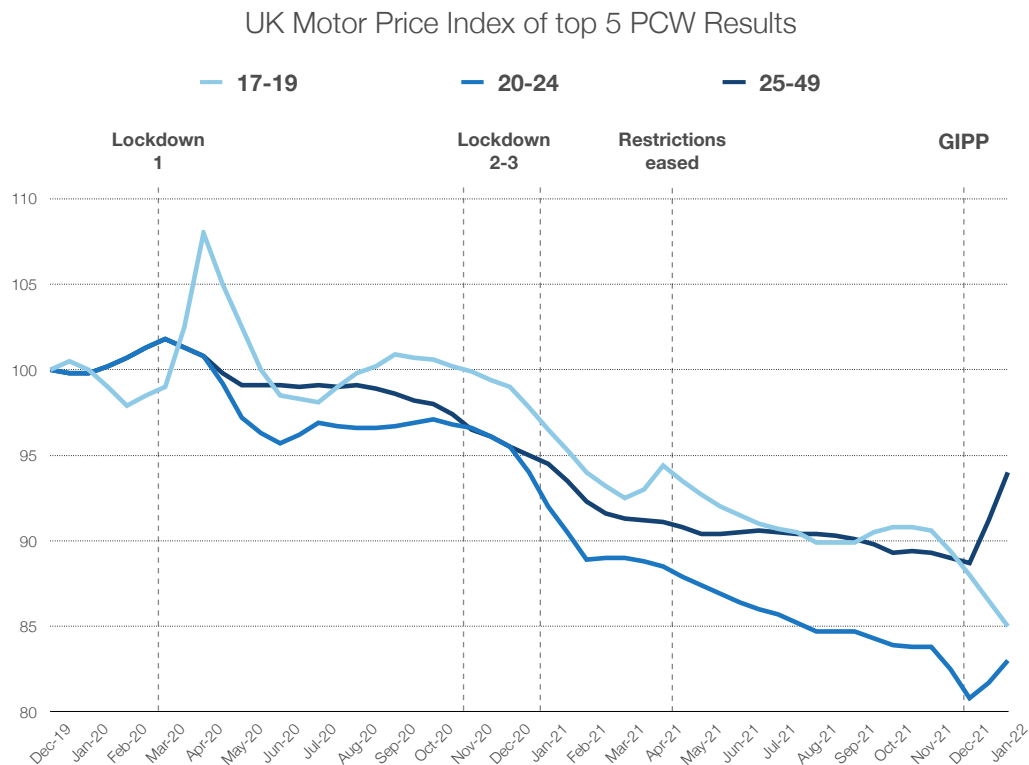
Connected insurance programmes can remain competitive even with the new regulations because the insurer knows the driver risk at every point of the policy. It can reduce or raise rates accordingly.

Fig 7

Connected Insurance Programmes Provide More Price Control

(Price Comparison Website market pricing - age segmented)

Source: Consumer Intelligence



Age bands	17-19	20-24	25-34	35-49	50-64	65
Nov 21 - Jan 22	-6.5%	-1.2%	4.4%	6.0%	6.5%	8.4%

Insurers and industry experts see the value in connected insurance

Connected insurance has continued to grow across Europe in the last ten years. This is in terms of volume and number of programmes but also in terms of enrollment rates, new business acquisition rates, consumer awareness, as well as consumer acceptance.

Let's review what insurers are saying about their connected programmes today.



Klaus-Jürgen
Heitmann

Chief Executive Officer
(in 2021)

"The [Telematik] tariff has been very well received. We have had well over 400,000 customers since it was introduced almost two years ago, and the trend is rising. Nobody else in the market has this expertise. In our opinion, this should make us the market leader.

We have noticed that people who consciously opt for this tariff change their driving behaviour. Many want to drive more safely, but also more environmentally consciously."



Guðný Helga
Herbertsdóttir

Chief Commercial Officer

"We are happy to share that the majority of our customers using Ökuvísir have greatly improved their driving behaviour. As a result, we were able to lower their premium in the beginning of 2022. There are probably not many insurance companies that did that – but if our customers drive well, they are rewarded. A pure win-win game for both parties!"



Gary
Thompson

Underwriting
& Technical Director

"After a year using Marmalade App + Tag, we have validation of the impact it has had on driver's behaviour. Young drivers on a full licence improved their risk by 20% in their first year. This was based on 41% less harsh accelerations, 47% less distraction, and 13% less speeding between the first and the 12th month of driving."



Dr. Jörg
Rheinländer

Board Member

“We have developed a system that optimally supports our customers in the event of a traffic accident, including notifying an emergency service provider to organise rescue if needed,”

“Our new digital claims service is another milestone made possible by our telematics product. We now offer our customers not only cheaper insurance, but faster claims resolution with digital damage reporting as well.”



Hastings DIRECT

Rami
Kowatl

Head of Telematics

“The information collected by our telematics technology is used to help people get a car insurance premium based on how they drive, not how their peer group drives. We actively provide customers with feedback on their driving behaviour and, if applicable, tips on how they can improve behind the wheel.

We’re excited to have created a proposition that puts the customer at the heart of our product, creating a simple and transparent way for customers to share their driving style which recognises good drivers with great prices and helps many become safer on the road.”



consumer
intelligence

Ian
Hughes

Chief Executive Officer

“The vast majority of customers are comfortable with sharing data with their insurer including their driving style. This grows even more when the value of data is shared with consumers and there is a benefit to them. Think of this as a two-way transaction – what are you going to give customers in return for their data? How will you improve their lives over and above giving them reasonably priced insurance?”

4. Connected insurance is driving adverse selection

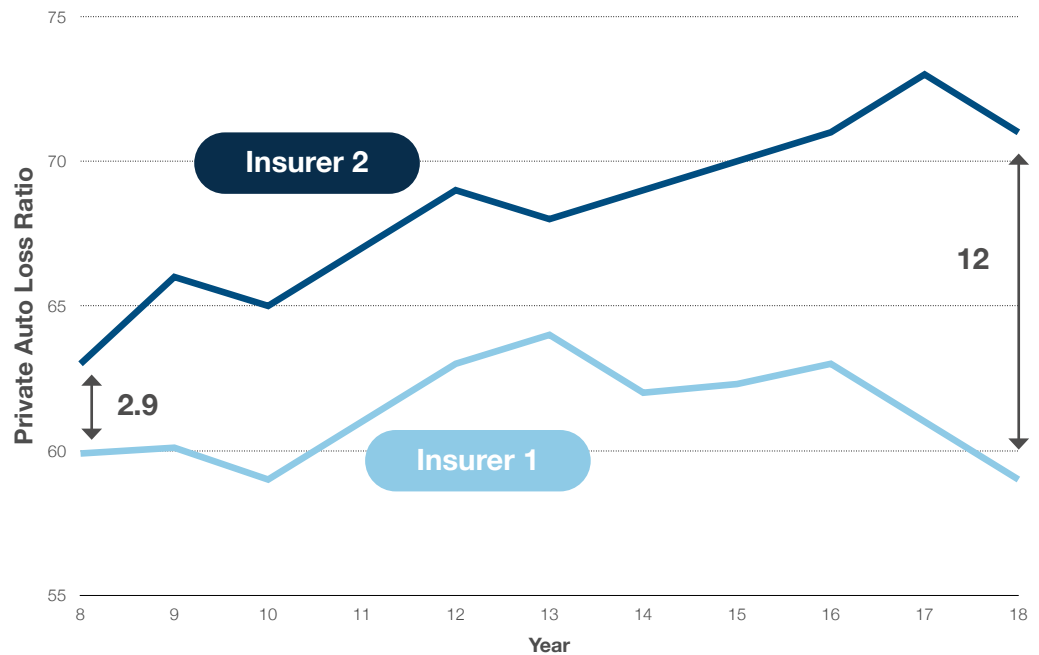
With any powerful new rating variable, there are early adopters and late adopters. Early adopters segment risks better, charge the “right rate for the risk” and gain a significant competitive advantage over late adopters. Carriers that don’t embrace the new variable end up pricing the safest drivers too high and the riskiest drivers too low. The safest drivers go to the competition. The riskiest drivers stay.

Eventually, the late adopters become victims of adverse selection. Their loss ratio goes up. They see a decrease in profits. They need to raise prices to cover their costs. It creates a vicious cycle.

Let’s look at adverse selection with telematics in action.

Fig 8

Telematics and
Adverse Selection -
Private Motor
Loss Ratio



In the chart above, Insurer 1 is a Top 10 Insurer in the US. It adopted telematics and UBI in the late 2000s. Insurer 2, also a Top 10 insurer, didn’t adopt telematics. By 2018, through adverse selection driven by telematics, Insurer 1 grew its loss ratio lead by 12 points.

Today this is already happening with insurers in Germany and the UK.

B. Connected Insurance Models and Benefits

Historically, it's been difficult for motor insurance product managers to build differentiated products. Most products would compete on coverage and price.

Connected insurance technologies enable innovative and differentiated products. Carriers can now create data-driven, personalised offers for different segments of their book.

1. New business acquisition

How can you find the safest drivers before they're your customers? Try-Before-You-Buy (TBYB) programmes offer a solution to assess driver risk before they're on your book.

TBYB programmes give consumers a chance to test drive an insurer's product without commitment or risk of raised rates. Insurers can increase the value by adding crash assistance.



An example of a successful TBYB programme is DriveScore by ClearScore. ClearScore is a UK-based company providing credit scores and reports. It has become the first UK aggregator of financial services such as credit cards, loans, insurance, and more.

DriveScore is a free app designed to help consumers save money on motor insurance. The app automatically detects trips and measures how risky the driver is. Through the app's gamification and feedback features, drivers can improve during the "try" period. When drivers receive their final score, they can choose to share it with a panel of insurers for a quote. They can then accept or ignore the quote. The power is in their hands.

The key difference with DriveScore is that none of the personal behaviour, trips, location information or events are shared with insurers. ClearScore only shares user-level score data with insurers.

Insurers receive precise information on the driver's risk at the point of quote. At renewal, the score is updated to show the true risk level across the policy. ClearScore includes risk data like phone distraction and additional contextual information for insurers.

Q: In my market, drivers are afraid to share their data, how do I convince them?

A: It's natural that consumers are protective of their data. It's up to the insurer to provide products that consumers will choose to use. If the product has enough value, people will share their driving habits.

Beyond charging safe drivers less, successful insurers have communicated that the service would lead to safer roads by giving drivers a financial incentive to be more careful. Programmes can also nudge customers towards safer driving with driving summaries in the app, showing where on a map they braked too late or used their phones. More recently, insurers have also associated driver safety with eco-driving and provided incentives related to reducing their carbon footprint.

Survey results from the last 4 years show that the real challenges facing connected insurance is in fact that people do not understand the concept and that they have never received an offer.

Survey questions about privacy and data use show that consumers' biggest concern is how their data would be used. Consumers were also uncertain if the insurer could use the data to charge more.

Many insurers around Europe have successfully addressed these uncertainties. They've used communications that are honest, detailed, transparent, and, above all, show the benefits of the program to drivers.

2. Improved risk segmentation

Risk segmentation is what most people think about when they hear “connected insurance.” With risk segmentation, you can offer new and existing customers the opportunity to get a safe driving discount.

For example, carriers can offer a pay-per-mile programme for their low-mileage segment or a behaviour-based programme for higher-mileage drivers. For teens who don't think about what their parents pay for their policy, rewards programmes are a great way to incentivize safe driving, engagement, and brand loyalty. Safe driving contests in a city or in a family create communities with friendly competition.

Connected insurance data helps identify patterns of behaviour based on driver types. For example, the most dangerous behaviour in young drivers is harsh cornering. It's a sign they haven't learned to brake early enough before a turn.

Another example is that distracted driving is a bigger problem with 20-year-olds than it is with 17-year-olds. Younger drivers with learning permits are much more careful not to use their phone while driving. Once they “graduate”, and become overconfident in their driving skills, they quickly develop bad habits.

Connected insurance also reveals that the most dangerous time to drive for young drivers, based on speeding events, is 2:00 AM.

Discovery Insure is an innovator in improving driving behaviour. Their telematics programme, Vitality Drive, uses behavioural economics to incentivise safe driving behaviours. For example, they provide points for safe driving performance, such as hard braking, acceleration, cornering, speeding, and distracted driving. These points are redeemable for gas, coffee, smoothies, and digital vouchers. Discovery reports that drivers have a 15% improvement in driving safety within 30 days of being on the programme.

“The daily Drive points system makes the Vitality Drive programme transparent and easy for clients to understand how many points are being deducted for each driving behaviour. This gives clients more control and makes it easier for them to improve their driving behaviour.” — Vitality Drive White Paper

Q: 10% discount is just not good enough. My customers won't share their data for that. How do I convince them?

A: As an insurer, you are providing a way for people to reflect on their own driving risk. Where they drive isn't important. How they drive is what matters. Also, connected insurance is restricted to driving. It doesn't include any other activities.

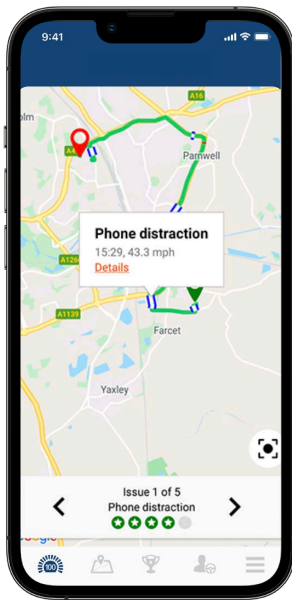
Here's an example of how you can frame the value proposition:

“This is a new type of coverage that actively celebrates good driving, gives you power over your premium, and makes it ultimately far more rewarding. The app works like a smartwatch measuring a workout. It offers you data that lets you know how safe a driver you are and where you can improve.”



3. Intervention to generate loss reduction

Connected insurance is a great way to assess driver risk, but some insurers take a more proactive approach in combating risky driving. If these insurers identify high-risk drivers, they intervene.



Marmalade is one such insurer. They provide first-time driver insurance as well as “named driver insurance” for young drivers using their parents’ car. During their first year, Marmalade will intervene when drivers have a “red journey”, which is a trip with dangerous behaviours, by directly contacting the driver or their parents.

These interventions have proven to be very effective at improving driver behaviour. This is especially true with harsh braking, which Marmalade identified as the most predictive criteria for their pool of risk.

After the first year on their Marmalade policy, young drivers can choose to switch to a mileage-based contract to continue using their parent’s vehicle. However, this is no ordinary Pay-As-You-Drive programme. Marmalade is the first insurer in the UK to merge behaviour and mileage pricing. In their programme, young drivers top up their miles when they need more. The per-mile-fee for the next package of 200 miles (for instance) is priced based on the score they earned during the last mileage package. This means that these young drivers can control how much they pay on their future mileage packages.

Q: How do I find the right value proposition for my customers — one that they want and that doesn’t cannibalise my existing book?

A: There are many different ways to approach your target segment with a proposition that will appeal to them. In many cases, the discount is not the only approach.

Here are a few examples:

Positive selection: Communicate that the programme is only for safe drivers. CMT’s customers have seen self selection improve the pool of risk by up to 15%.

Forgiveness: Tell drivers who have a history of claims that they can use connected insurance to demonstrate safe driving. This segment pays a higher premium and will benefit from the simple value proposition of demonstrating the claim was an isolated incident.

Fairness: Tell drivers that they’re paying for the bad drivers with their current premium. When they show that they’re a safe driver, they’ll pay the premium they deserve.

Safety: Communicate the dangers of speeding and distraction and incentivise the target segment to change bad behaviours.

UBI programmes never cannibalise the existing book. On the contrary: Connected insurance provides a much more competitive way to match costs and risks. Safer drivers may pay less but will be retained much longer. Risky drivers will pay more. Pricing sophistication is continuously improving. Every insurer is investing in it.

4. Proactive crash and claims services

Connected insurance isn't just about customer acquisition and risk segmentation. Insurers can use connected insurance to proactively help customers after a car crash and streamline their claims operations with digital crash data.

One insurer using crash assistance and proactive claims is HUK-COBURG, the largest motor insurer in Germany. HUK-COBURG offers UBI customers automatic accident detection and claims processing support in its Mein Auto app. When Mein Auto detects a possible traffic accident in Germany, the driver will receive a push notification on their phone to see if they need emergency assistance.

Using advanced signal processing and machine learning, the app determines the severity of the incident, and offers help. The driver can request help and report the claim through the app.

If the driver submits a damage report through the app, they'll receive more information on what to do next as well as a digital claim card, including the case number. The driver can share this digital claim card with anyone else involved in the accident. As a result, drivers know what information they need to collect and what the next steps are in the claims process.



If the app determines the accident was severe and that there could be injuries, it will notify an emergency service provider. These trained agents will call the driver and call for an ambulance if necessary.



People love crash assistance

When measuring NPS, insurers who expect an average score of 41 found that the NPS score of people that had been helped after a crash shot up to 80.

The feedback from drivers on the service is vocal and positive:

“Even though I didn’t get in an accident, INSURER took me not answering as a call for help. THEY WERE ON IT. I LOVE INSURER.”

The fact they reached out after the accident was detected was amazing. I really appreciated that. It makes me want others to get INSURER just for that.”

Beyond providing critical help after a crash, HUK-COBURG can manage a claim much more efficiently. Based on crash and claims programmes CMT has in market, CMT has been able to identify the claims efficiency gains from connected insurance:

Reduced cycle time is the first benefit. Having access to telematics data means insurers know a loss occurred within 10 minutes. This provides an opportunity to understand the customer’s situation immediately and plan the best line of action to a satisfactory resolution, avoiding unnecessary solicitor involvement.

Insurers can also **reduce claims costs**, including advanced charges, towing, and storage rental. Because the vehicle is immediately taken to the insurer’s network, repairs are done by professionals at prices the insurers can control. If the vehicle cannot be repaired, then the total loss decision is made fast and based on solid information.

Finally, on top of superior customer service and process time acceleration, insurers have also been able to better match **complexity with skill levels** internally, creating faster action plans for quicker and more accurate resolution.

5. Retaining the best drivers and increasing lifetime value

How often do your customers interact with you? Industry averages show that customers interact with their insurer twice a year — typically at renewal or after a crash. Connected insurance allows insurers to create a more personalised relationship with their customers and retain them for longer. Connected insurance also unlocks customer engagement opportunities. CMT research shows that engagement with programmes like rewards directly impacts retention.

Besides eliminating acquisition cost, increasing retention has a direct impact on the pool of risk. CMT research finds that highly engaged drivers are 65% safer than unengaged drivers. CMT data also shows that engaged drivers are half as distracted as non-engaged ones.

Rewards are a great example of how insurers can increase customer engagement. CMT research shows that insurers with a rewards programme retain customers at three times the rate of customers who don't receive rewards. We've also seen that rewards programmes can drive engagement with an insurer's app up to 12 times per week.

Q: This is a lot of work. Why should I bother with this now?

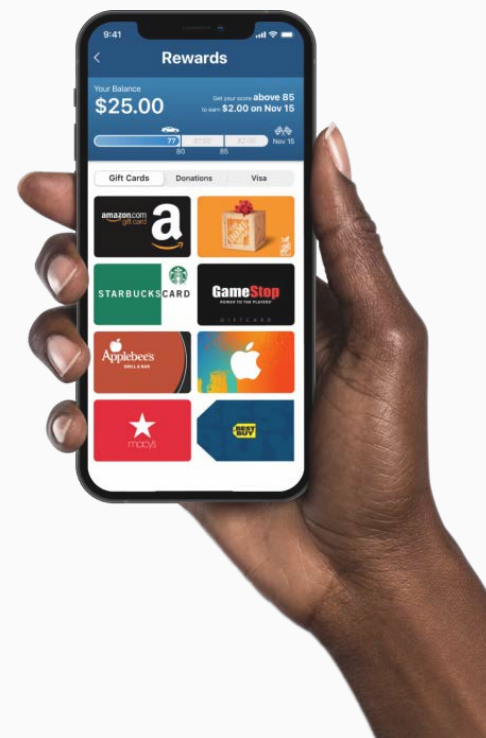
A: You could wait until your competitors launch connected insurance products. By that time you will be one or two years behind in terms of strategy and technical ability. Indeed, connected insurance requires the analysis of physical data and the building of your own proprietary database of behaviour data points. During that time, you will be open to adverse selection as well as retail uplift — if your competitors have deployed digital claims as well. Further down the line, it will be much harder to recapture your safest drivers.

Studies have shown that for connected insurance, the “first mover advantage” is strong, but rapidly erodes after 5 other players have launched PHYD programmes. The danger of waiting is real. Late entrants to PHYD programmes could be too far behind to make up ground with positive selection.

Source: The Impacts of Telematics on Competition and Consumer Behavior in Insurance

The Journal of LAW & ECONOMICS

*By Imke Reimers Northeastern University
Benjamin R. Shiller Brandeis University*





C. The Connected Insurance Business Case

Insurers with connected insurance programmes have increased product adoption, improved risk segmentation, optimised claims handling, and reduced accidents. These broad improvements have given them a competitive advantage.

We understand you may not be able to launch a program that takes full advantage of all that telematics has to offer right away.

This isn't a problem. You can still improve growth and profitability by improving risk segmentation or claims efficiency. You can phase other use cases later.

How does this work?

First, telematics programmes attract “better than average” customers who are overpriced in traditional products.

Second, new business conversion rates increase, driving more sales.

Third, engaged customers drive more safely, resulting in fewer losses.

Finally, customer lifetime value increases through better retention rates.

The combination of these improvements is profitable growth and competitive advantage.



Q: My average premiums don't allow me to give discounts, how can I guarantee the ROI?

A: Discount is only one model, and they only apply at the end of the contract and only for the drivers you want to retain. If you choose a behaviour-based model, CMT research shows that positive selection alone can attract drivers with an average 15% better risk. Engagement through gamification can improve their risk even further. At scale, connected insurance drivers are on average 20% more profitable.

These models are only looking at the ROI from an underwriting perspective. Connected insurance programmes extend well beyond UBI and can be used to detect crashes, trigger FNOL, assist drivers filing a claim and assist your team managing liability, processing and fraud.

From there insurers can start planning for multiple value propositions to accelerate their differentiation.

As outlined in this report, telematics has compelling value propositions in areas such as product, pricing, safety, and claims. These value propositions are key differentiators and only sustainable with mobile telematics. They are mature, widely implemented, and remain a win-win for insurers and their customers.

Telematics provides insurers with a way to differentiate their products, while offering more choice to consumers. It provides pricing transparency and fairness. On the flip side, insurers can price customers more competitively with more granular driving data.

Telematics also helps mitigate risk for drivers and carriers. Customers can improve their driving and teach younger drivers to drive better with safe driving programmes. Insurers can help make their customers safer and make their business more profitable — we know that policyholders using app-based telematics auto insurance policies are 15-25% more profitable than non-telematics ones (Credit Suisse).

Digital crash data also presents a massive opportunity for claims. Digital crash data unlocks insights that enable a fast, efficient, effective, and proactive process. With contextual crash details like location, speed, or severity, telematics can help with liability investigation while minimising disruption for customers.

It's **easier** and **more profitable** than ever to launch a connected insurance programme.

With the advancements in telematics technology, best practices developed over 10s of millions of drivers, and proliferating sources for driving data, it's easier than ever to launch a connected insurance programme.

Insurers can launch a connected insurance programme in a matter of months. CMT can configure a white label telematics app with the insurer logo and branding, taking away the need for insurers to deploy their own development resources. The white-label app comes fully baked with a variety of driver experiences and configurations an insurer can use. The insurer can also build their own app and integrate the CMT DriveWell SDK to collect driving data and offer a myriad of features to drive engagement and optimise customer experience.

For a unified view of driver and vehicle risk, an insurer can also deploy a branded peel-and-stick IoT device (Tag) that sticks to a driver's windshield, much like a toll transponder. Leading connected insurance platforms will fuse the IoT sensors with phone and connected vehicle data to enable the insurer to match vehicle and driver risk at the policy level.



CMT's mission is to make the world's roads & drivers **safer.**

Cambridge Mobile Telematics (CMT) is the world's largest telematics service provider. Its mission is to make the world's roads and drivers safer. The company's AI-driven platform, DriveWell®, gathers sensor data from millions of IoT devices — including smartphones, proprietary Tags, connected vehicles, dash cams, and third-party devices — and fuses them with contextual data to create a unified view of vehicle and driver behavior. Companies from personal and commercial auto insurance, automotive, rideshare, smart cities, wireless, financial services, and family safety industries use insights from CMT's platform to power their risk assessment, safety, claims, and driver improvement programmes. Headquartered in Cambridge, MA, with offices in Budapest, Chennai, Seattle, and Tokyo, CMT serves millions of people through 80 programmes in 18 countries, including 21 of the top 25 US auto insurers.