

Sureify & Hannover Re

Enabling insurers to implement a digital engagement process

Digital disruption, shifting demographics and evolving buyer preferences, among other issues, have created a challenging operating environment for life insurers. Hannover Re U.S.'s global strategic partnership with Sureify Labs, Inc., an emerging insurtech organisation that strives to bridge the digital gap between insurers and their customers, aims at enabling life insurers to enhance their digital sales process, increase sales, and retain more customers by using innovative, integrated online strategies: With the LifeTime platform, Sureify's new enterprise software solution, life insurers can acquire, engage and cross-sell throughout policyholders' lifetimes on web and mobile applications. The Hannover Re & Sureify partnership ushers in a new life insurance experience that will mutually benefit consumers and insurers.

Concept

Together, Sureify and Hannover Re give insurance carriers around the world the technology they need to engage current customers and to target the next generation of insurance buyers, who prefer web and mobile experiences:

- By using data such as geo, IoT, social media and health wearables to customise the user experience, life insurers can engage more customers post policy issue via Sureify's **LifeTime** platform and cross-sell to maximise customer value.
- Integrating **hr | ReFlex**, Hannover Re's automated underwriting solution, so that it works in tandem with the LifeTime platform, will enable insurers to deploy a rules engine that supports accelerated underwriting programs, and delivers the most precise risk assessment decisions at the point of sale.

Value proposition

Hannover Re offers solutions that address the concerns at the center of the industry and support insurers who want to stay relevant in the ongoing digital transformation. By partnering with emerging insurtech companies, we help pave the way for solutions that disrupt the status quo with new technologies attracting new customers, improving the customer experience and streamlining operational efficiencies.

In a matter of months, an insurance carrier can be mobile-ready without having to spend millions.

Hannover Re's contribution

- Investment
- Automated underwriting via hr | ReFlex
- Connecting Sureify to life insurers
- Reinsurance risk transfer

With Sureify, we offer our clients more than reinsurance: We provide the tools and infrastructure they need to acquire and engage clients digitally.