

Technology

Mobile and Point of Sale Tool Trends

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16th Annual Intercompany Long Term Care Insurance Conference

Presentation Purpose



- Share with the ILTCI audience information about “Mobile” usage overall
- Discuss with the audience possible “Mobile” opportunities in the LTC Industry
- Share with the ILTCI audience some specific legal aspects of “Mobile” usage
- Have some fun!

So, why is Mobile important anyway?



By show of hands.....

- How many of you have a mobile device with you right now?
 - (iPad, iPhone, Android, Tablet, etc...).

So, why is Mobile important anyway?



How many mobile devices are used
by your household?

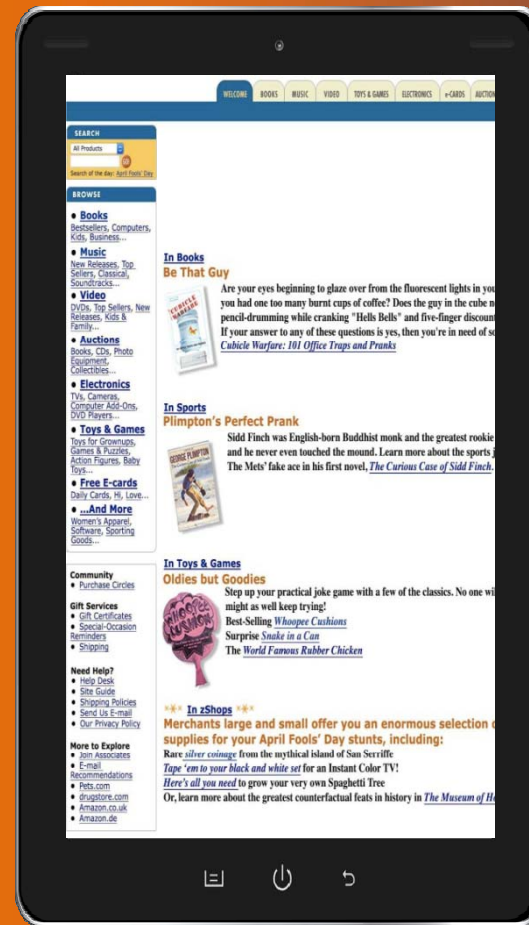
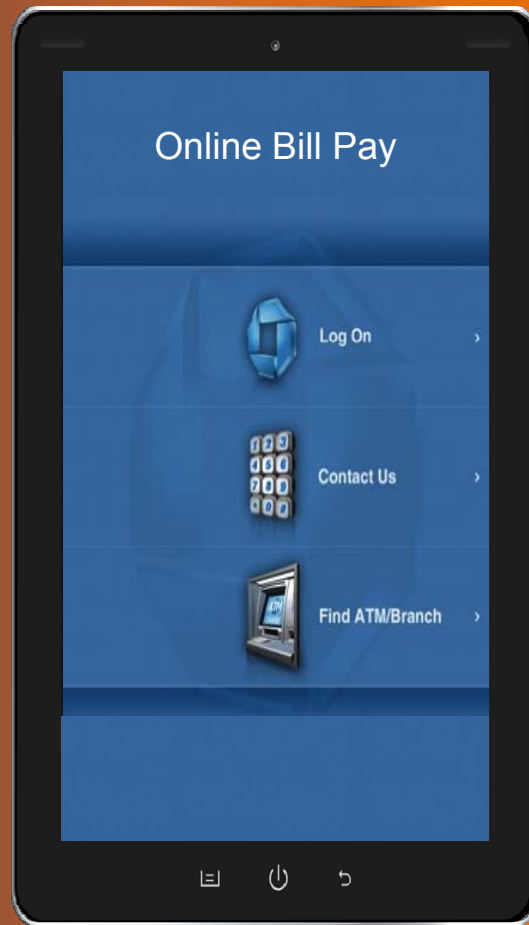
1-2 ?

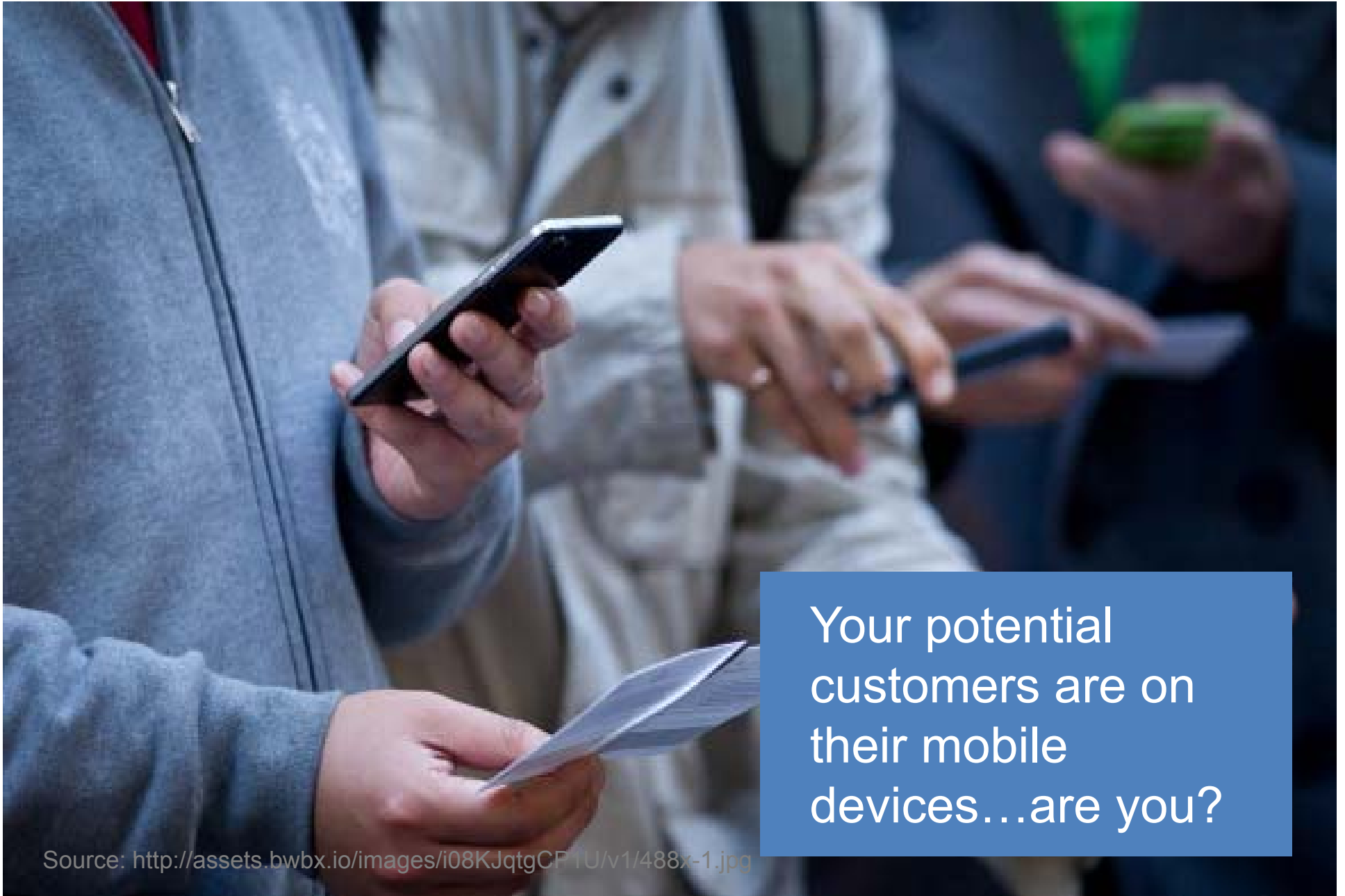
3-4 ?

5-10 ?

10+ ?

Our mobile devices help manage our lives...





Your potential customers are on their mobile devices...are you?

Source: <http://assets.bwbx.io/images/i08KJqtgCF1U/v1/488x-1.jpg>

Keeping connected

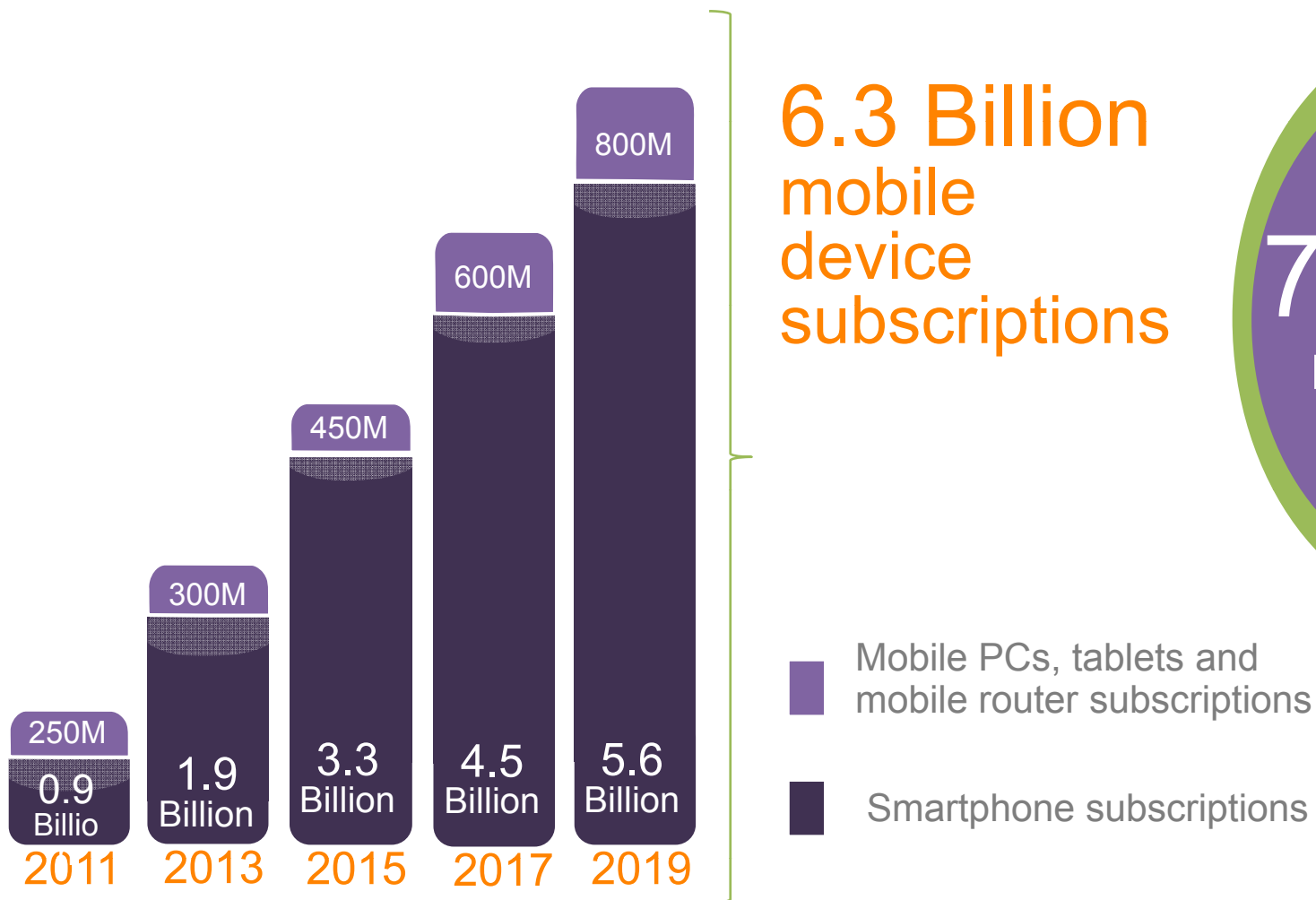


Wake up!



79% of us reach for our mobile device within 15 minutes of waking!

Increased use requires different thinking

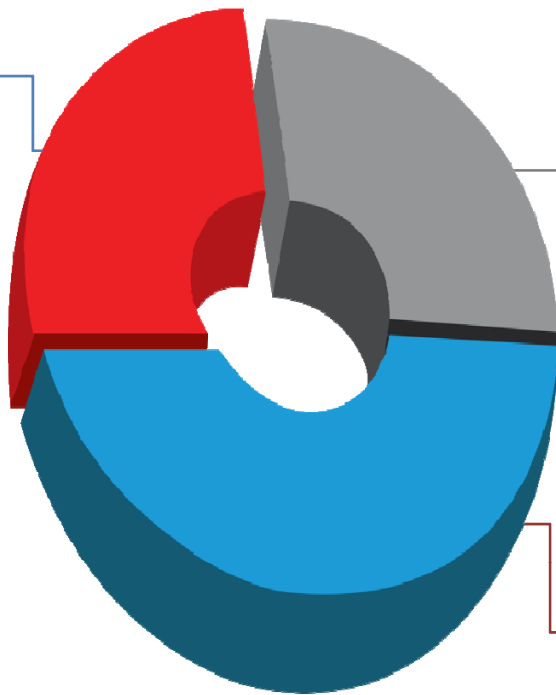


7 Billion
People in the world today

The millennial generation is the largest generation in US history



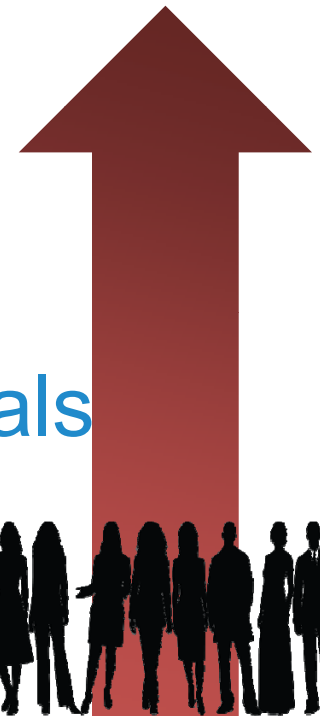
33%
Baby Boomers



27%
Generation X

Over
7 Million
more!

40% Millennials

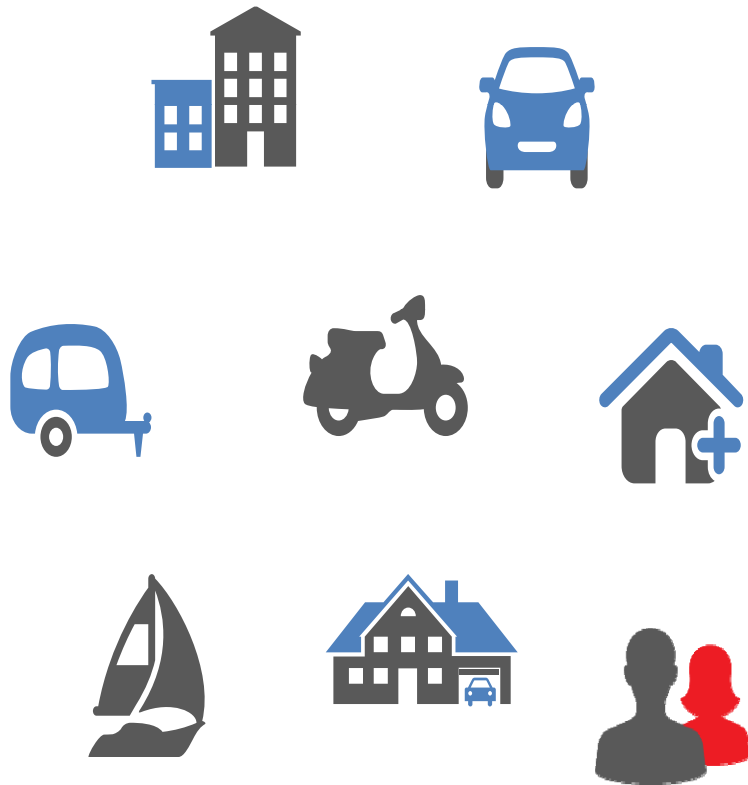




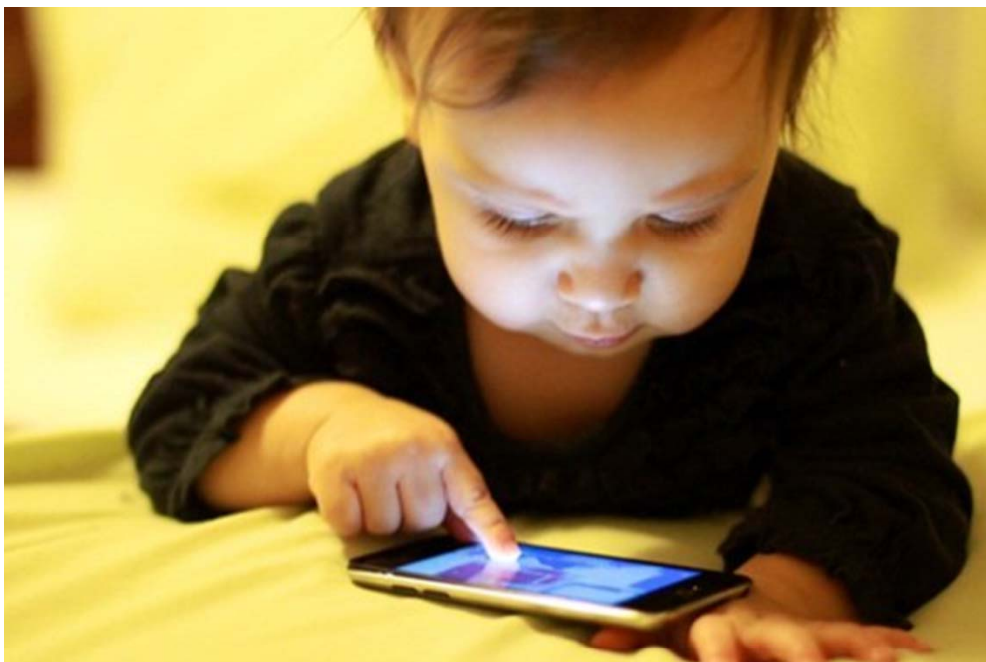
The evolution of insurance...



All lines of insurance shopping is increasing using mobile devices



How will you sell insurance across generations?





Mobile access to our companies
is critical to consumers....

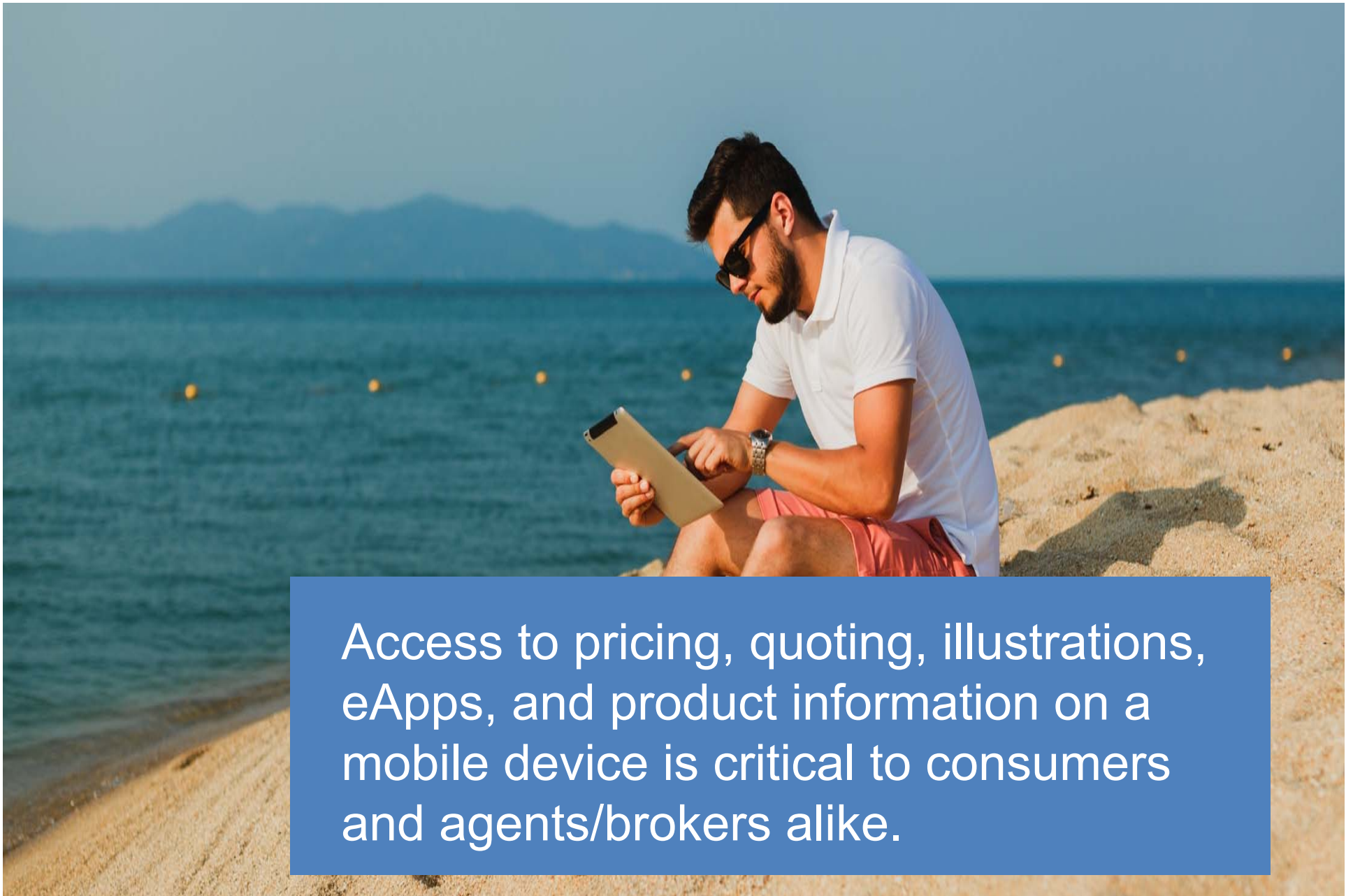
...but don't forget about our
Agents and Brokers!

LBTC Annual Survey Result



What are you looking for in terms of mobile capabilities?

Answer		Response	%
Run a Quote		28	88%
Case Status		26	81%
Drop Ticket		23	72%
Automated Field Underwriting Tools		19	59%
Full e-Application		16	50%
Point of Sale Marketing Materials		13	41%
PDF Underwriting Guidelines	Activity Management	12	38%
Sales Concepts		11	34%
Other		1	3%



Access to pricing, quoting, illustrations, eApps, and product information on a mobile device is critical to consumers and agents/brokers alike.

LBTC Annual Survey Result



Are you looking for assistance in creating your own mobile website or app?

Answer	Response	%
Yes (comments)	4	13%
No (comments)	28	88%
Total	32	100%

Yes (comments)
Best Practices; Carrier/Vendor Integrations
Our technology committee are working on this already
But we've been told we can't since we have the word "Marketing" in our company name

No (comments)
I have already created a solution that I am reselling to BGA's
we are working with someone already
We are in the process of launching one
We know resources to engage if/when we want to do this.
time vs money issues
We utilize our talent in-house (IT Staff)
Not for our website but maybe for app



Mobile Moments that Matter



I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³



I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.⁸

29%

increase in mobile conversion rates in the past year.⁹

Let's brainstorm for a few minutes...



I-want-to-know moments

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What are some of the
“I want to know moments”
in Long Term Care?”

For Consumers?

For Agents?

Let's brainstorm for a few minutes...



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moments

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What are some of the
“I want to go moments”
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What are some of the
“I want to do moments”
in Long Term Care?”

For Consumers?

For Agents?

Let's brainstorm for a few minutes...



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What are some of the
“I want to buy moments”
in Long Term Care?”

For Consumers?

For Agents?

The mobile journey is so exciting.... But...



There are “Aha’s” to be aware of...

1. DNC (Do Not Call) rules
2. Opt In / out rules
3. General “Best” Practices

Open Dialog & Questions ??????



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