



# Improving Engagement in a Connected World

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# Our Agenda

**Improving  
Engagement In a  
Connected World**

01 The Story of Cyrus

02 Defining Engage

03 Role of Adjuster

04 Engagement Equation

05 People



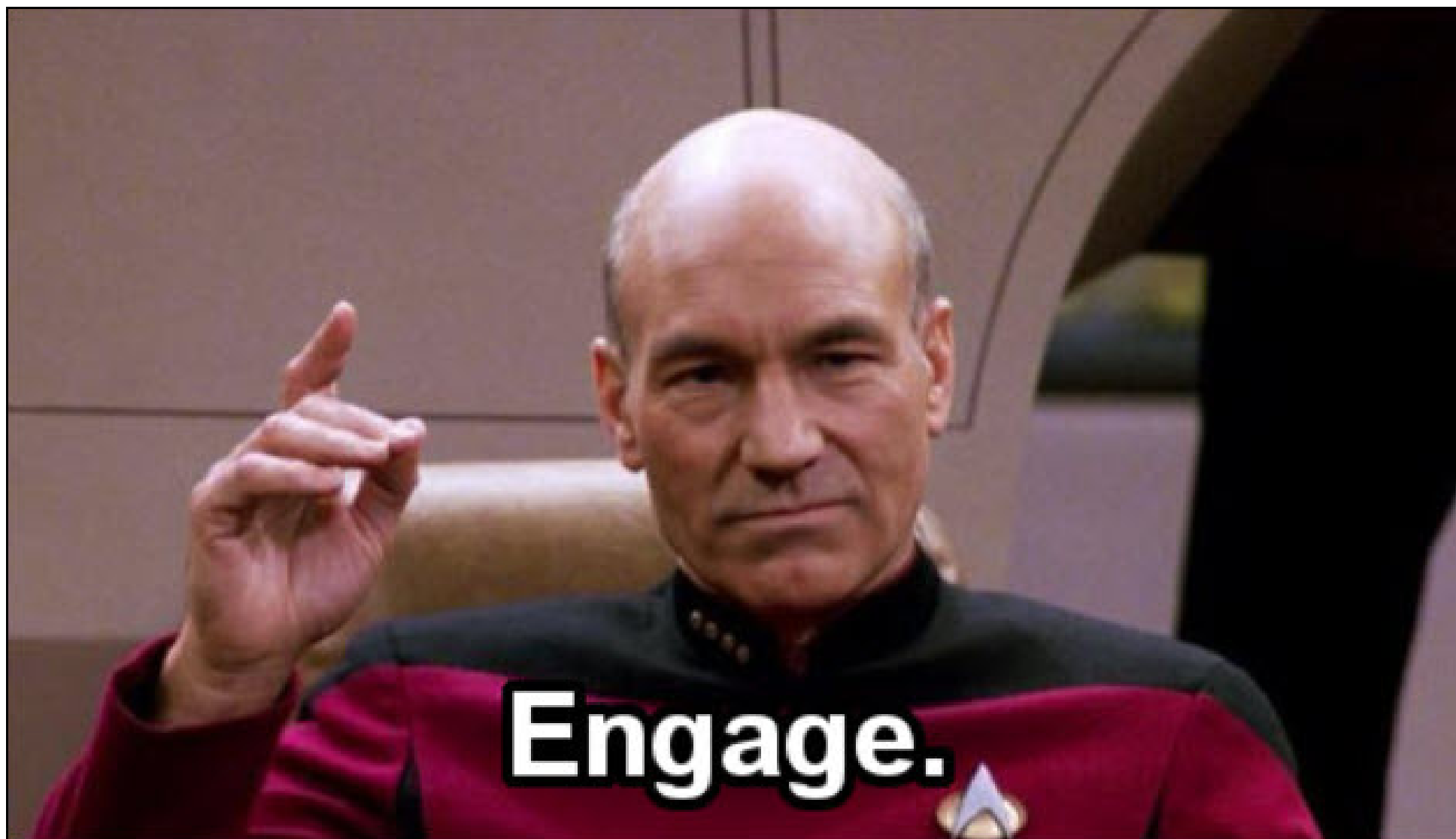
# Engagement



Let's Meet  
Cyrus

# Engage (verb)

1. occupy, attract, or involve  
(someone's interest or attention).
2. participate or become involved in.





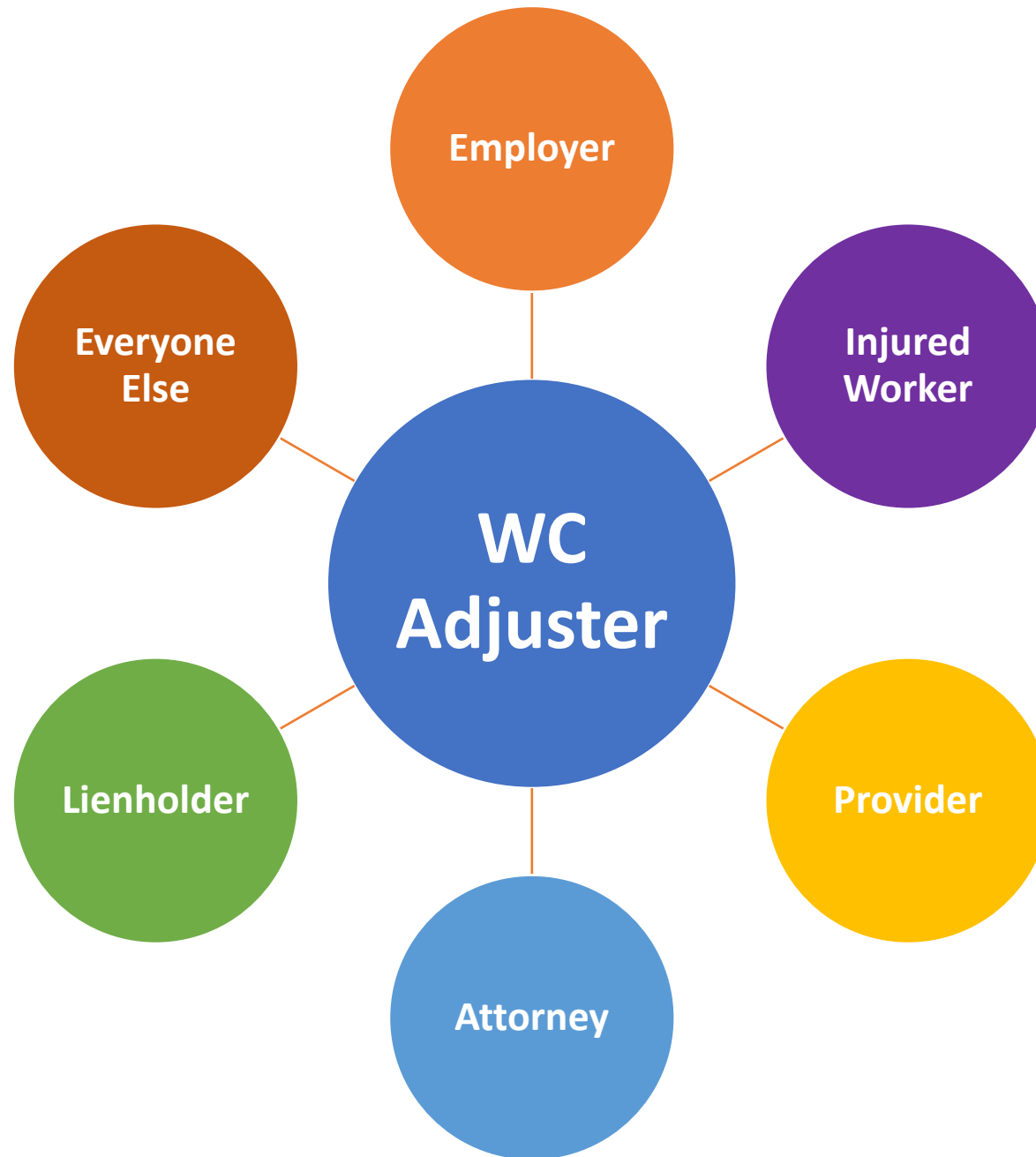
Insured



Injured Worker



Medical Provider



# The Engagement Equation

Risk

Involvement

Auto



Property



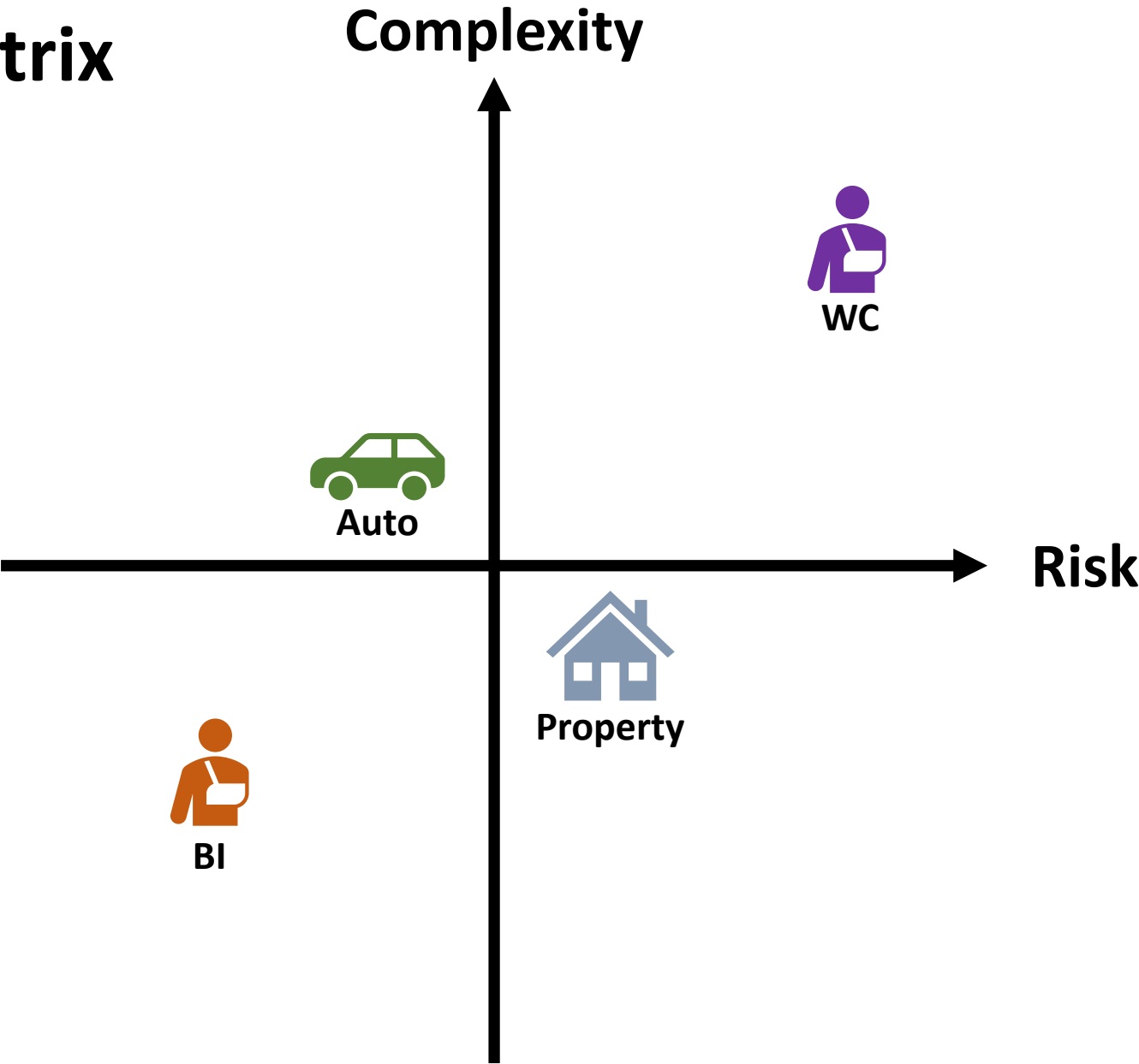
Bodily Injury



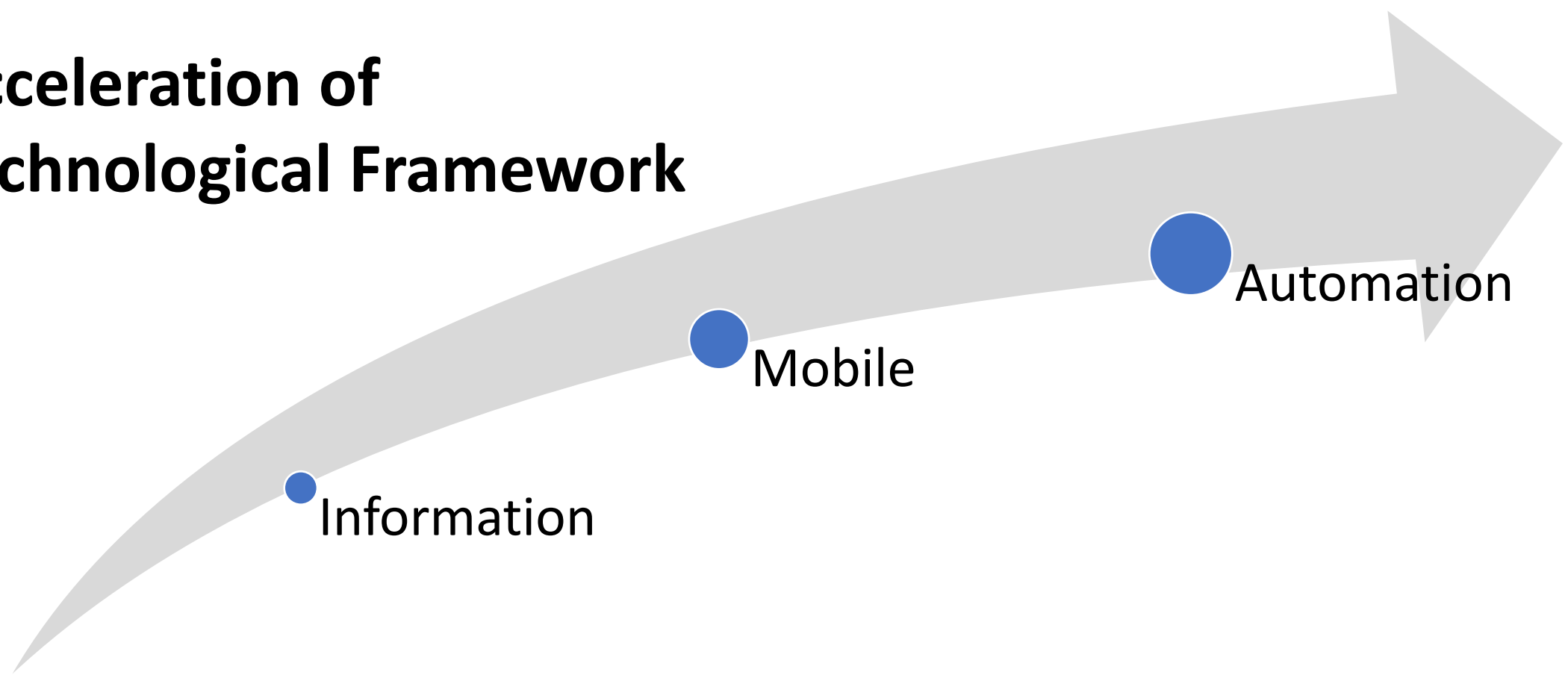
Workers' Compensation



# Involvement Matrix



# Acceleration of Technological Framework



**Mainframe Computing**



**Mobile**



**AI + Data Mining**

2015

# 2015 Notable Events

**Water found  
on Mars**

**ACE-Chubb  
Merger**

**Birdman wins  
Best Picture  
Oscar**

**Apple Watch**

**Uptown Funk  
Best Song**











## Gen-X Xavier

- 45-year-old small business owner who purchases WC insurance
- Treats employees like family
- Tech savvy & innovative
- Wants hassle-free experience
- Values time with family & friends



# Tailor your Engagement by Persona

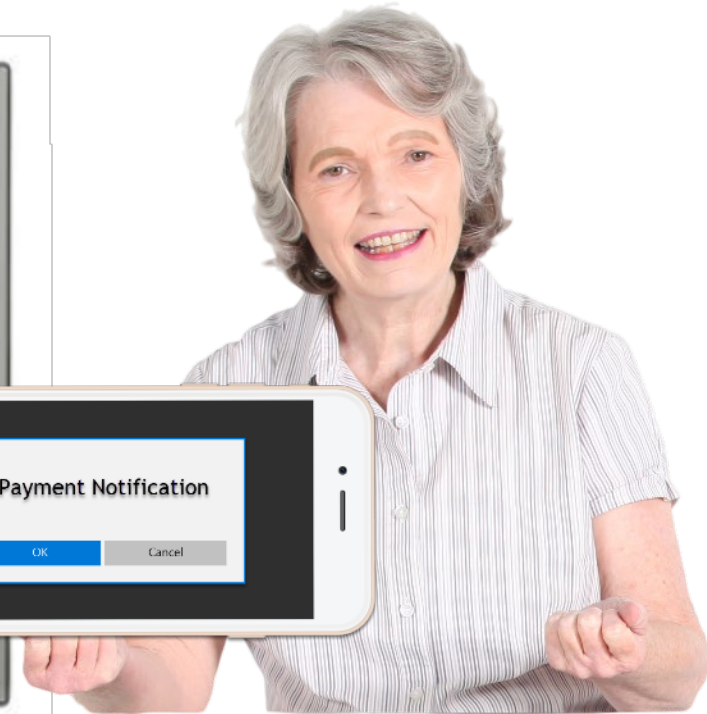
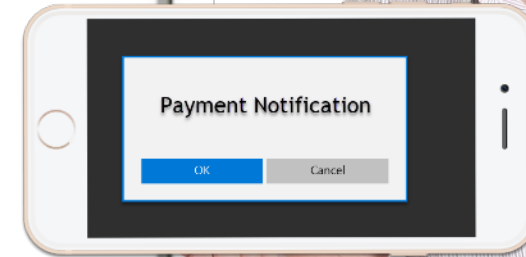


# Tailor your Engagement by Personal Choice



# Engagement





# A New Model of Engagement

# Insurtech Enables Engagement

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Auto



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Property



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Bodily Injury



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Workers' Compensation



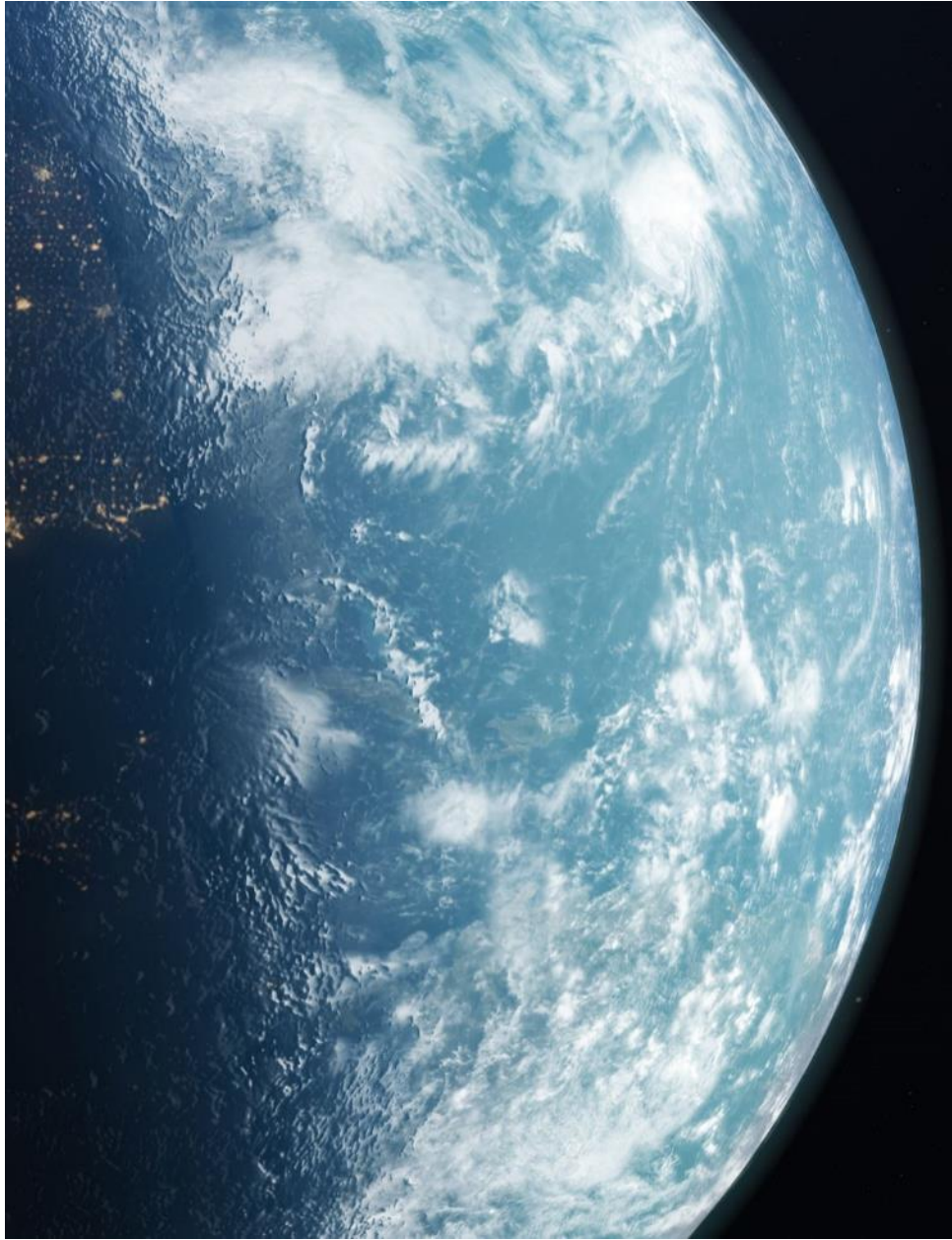


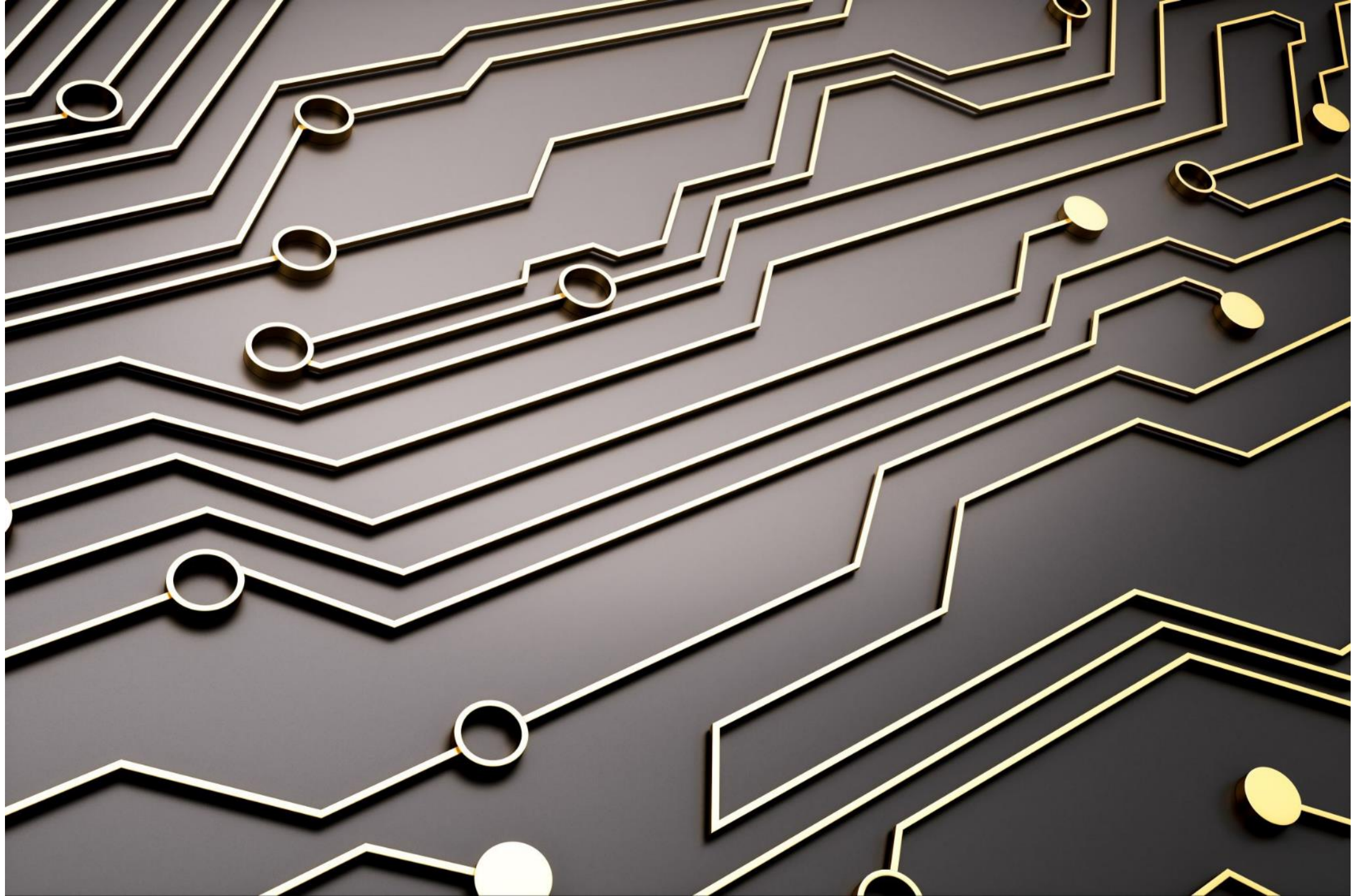
# Points to Ponder





# Cyrus and Engagement

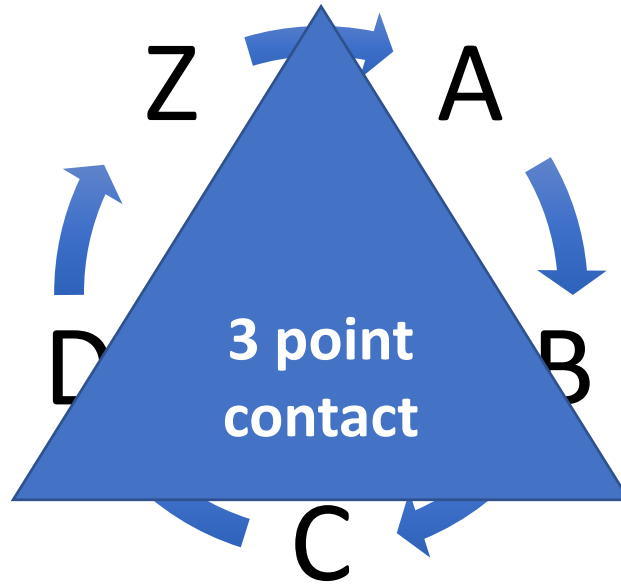








# Engagement



From A to Z



Technology Accelerates



But Only People Can Truly Engage



**Any Questions?**



Navigate what's next.