

# ReImagine Insurance— Technology and Customer Centricity

By Veronica Scotti

**A**s we prepare for the close of the year, planning for the 2018 Canadian Reinsurance Conference (CRC) is underway. Each year the CRC brings together peers and key industry stakeholders to discuss key issues and trends impacting our industry. Next year's event will be held on April 19, 2018 and promises to be engaging and informative.

The 2018 event theme is *ReImagine Insurance*. All of us on the CRC organizing committee are intimately committed to the strong purpose of our industry—improving lives, providing financial support in the hardest of times—and we believe in the creative power of the transformation that is already taking place. A power that correctly harnessed will make the next decade the most interesting for us as insurance practitioners and business leaders, and for our clients, who crave peace of mind, but don't always think of us as part of the solution.

As new technologies and data continue to change how we engage with customers and conduct business, it's more important than ever that we come together to share ideas and best practices to reimagine the ways we're delivering the services and solutions our clients expect and need.

## THE FUTURE IS NOW

Today's industry reality is forcing us to think about new approaches and new ways to be prepared. The digital world is challenging the way we do business and we should embrace that challenge as we look to build better partnerships with our clients and services for our customers.

Mobile devices are giving rise to new ways of communication and information sharing. The influx of data and solutions to analyze that data are helping us extract useful consumer insights. Advances in artificial intelligence and predictive analytics are also creating opportunities for innovation throughout the value chain.

Furthermore, it's no secret that technology has impacted customer expectations—individuals are now used to on-demand,



digital experiences. They want simplified information and they want quicker answers to their questions. We need to make sure we're harnessing new advances that open the way we connect with customers, influence positive behaviors and more.

It's no longer enough to simply understand current trends, collectively we must be a few steps ahead to remain relevant: embrace the future now, or risk being left behind.

## CRC 2018

As we explore what it means to *ReImagine Insurance* and focus on customer centricity, our 2018 program will offer something for everyone. In order to help us all imagine a future-ready industry and inspire on the journey to get there, we're in the process of securing brilliant professional leaders both from outside and within the industry to speak at the event—be sure to visit the CRC website for updates.

We'll have over a dozen breakout sessions that focus on timely topics such as accelerated underwriting, genetics/regulation, predictive analytics, behavioral economics and more. In the 2018 program, the breakout sessions will display the recommended level of expertise required by attendees, so delegates can choose wisely and conversations in the room can run deep.

This year, you can also expect to meet social entrepreneurs, scientists, innovators and disruptors that are passionate about the specific proposition they are working on, overcoming one customer pain point at the time to get to customer bliss and healthy living!

## ABOUT THE CRC

The CRC, which today is one of the premier reinsurance industry conferences in the world, is dedicated to providing a forum for industry participants to learn about developments affecting our business and providing an opportunity to network with peers.

The CRC was first held in 1956, when representatives from several Toronto insurance companies met for a half-day meeting to discuss reinsurance matters in their mutual interest. At that time, companies were involved in reciprocal risk-sharing arrangements in order to facilitate placement of large face amount policies. The purpose of their meeting was to discuss how to expedite these transactions.

From this simple beginning, the CRC has evolved to a full-day conference format which now regularly attracts more than 500 insurers, reinsurers and retrocessionaires throughout North America and abroad. This continued strong attendance can be interpreted as a clear indicator that this conference continues to succeed in meeting its goal of delivering value to the industry. ■



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## 2018 CRC COUNCIL

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