

8 Steps to nailing business change management

Successfully transforming the customer journey requires insurers to establish ownership with internal teams, pay attention to and continuously adjust operational models.

#1

Evaluate organizational readiness

To be effective, a readiness assessment must honestly analyze the organization from top to bottom and inform your project management.



#2

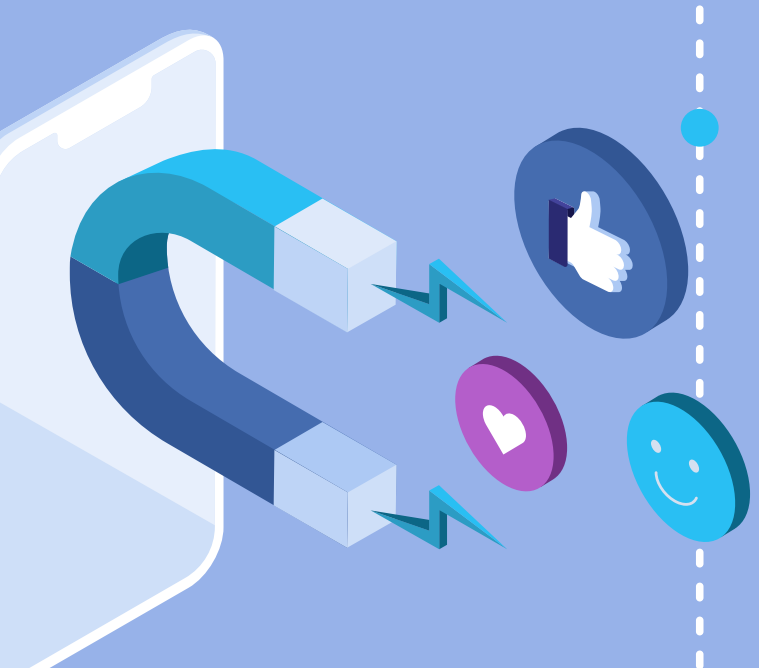
Implement strong governance

Accountability, buy in, credibility, and visibility are paramount to successful change.

#3

Establish high-impact two-way communications

Conflict can be productive, but without input and buy in from those affected, your plans are likely to flounder.



#4

Mobilize champions and influencers

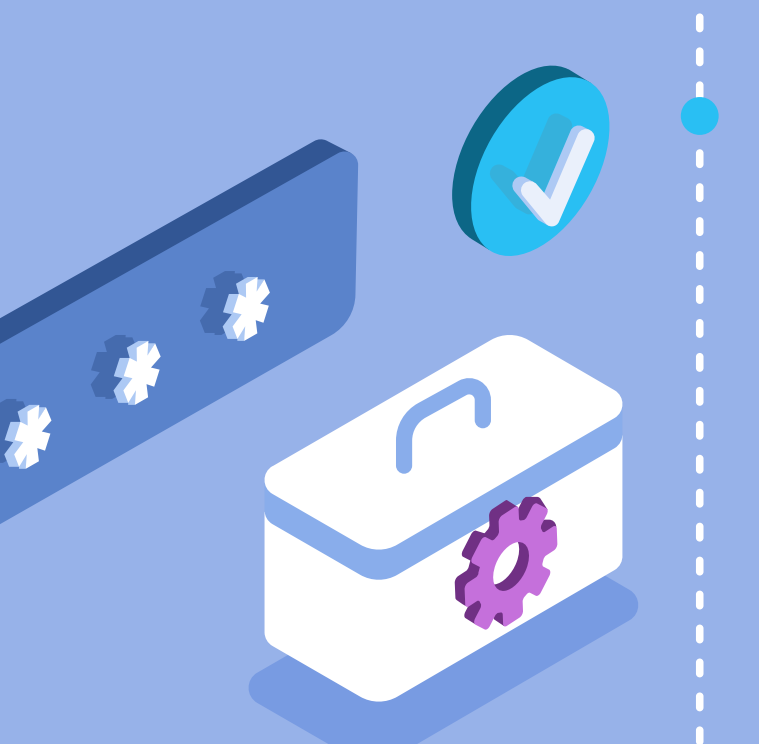
They will be your most effective and enthusiastic communicators.



#5

Monitor stakeholder impacts

All people respond to change differently, and some will struggle to communicate effectively, so pay attention to your team.



#6

Cultivate continuous improvement

There will be bumps along the way, learn from them and share those experiences in a constructive way.



#7

Train early and often

Investments in training are investments in people and can soothe concerns and establish more buy in.



#8

Track progress and adjust dynamically

Incremental improvement is fine, document them and watch them accumulate over time to fully understand their impact and your success.



Customer centricity without complexity

Ambitious insurers need to back their customer journey with a future-proof technology platform that's configurable by business users and capable of quickly adding and swapping systems, ecosystems, and partners.

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