

Reimagining Life Insurance Through Smarter Partnerships

The “2020 Insurer Compass Report” shows that life insurers view partnerships as essential to accelerating product innovation, personalization, and enhancing customer experience. By working together with ecosystem partners, life insurance companies can create more value for a customer than either party could deliver on its own.



66%

of insurers are partnering with non-insurance businesses



39%

of insurers have plans to launch non-protection value propositions



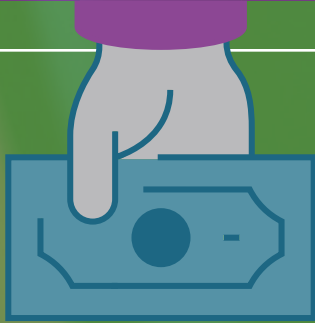
66%

of insurers say collecting customer data is a significant or major barrier



45%

of insurers are partnering with third-party data providers



\$1.1 trillion

Estimated revenue generated by the banking and insurance ecosystem in 2025 (USD)

McKinsey & Co: “Insurance beyond digital: The rise of ecosystems and platforms,” 2018

Build the Future of Life Insurance

Partnering with insurtechs, third-party data providers, and non-insurers is on the agenda for life insurance leaders.

Learn more about the types of partnerships that will drive industry transformation in the “[2020 Insurer Compass Report](#)”, and visit us at eisgroup.com.

Why insurers are partnering with insurtechs

45%

new distribution channels

36%

simplifying claims management

40%

other enablement capabilities

37%

simplifying underwriting / risk assessment