

CRM ASSOCIATION NL  
VOOR  
**PLATFORM**  
**KLANTGERICHT**  
**ONDERNEMEN**

WELKOM BIJ

**VIVAT**

# Our brands



The world is changing

....

**FAST!**

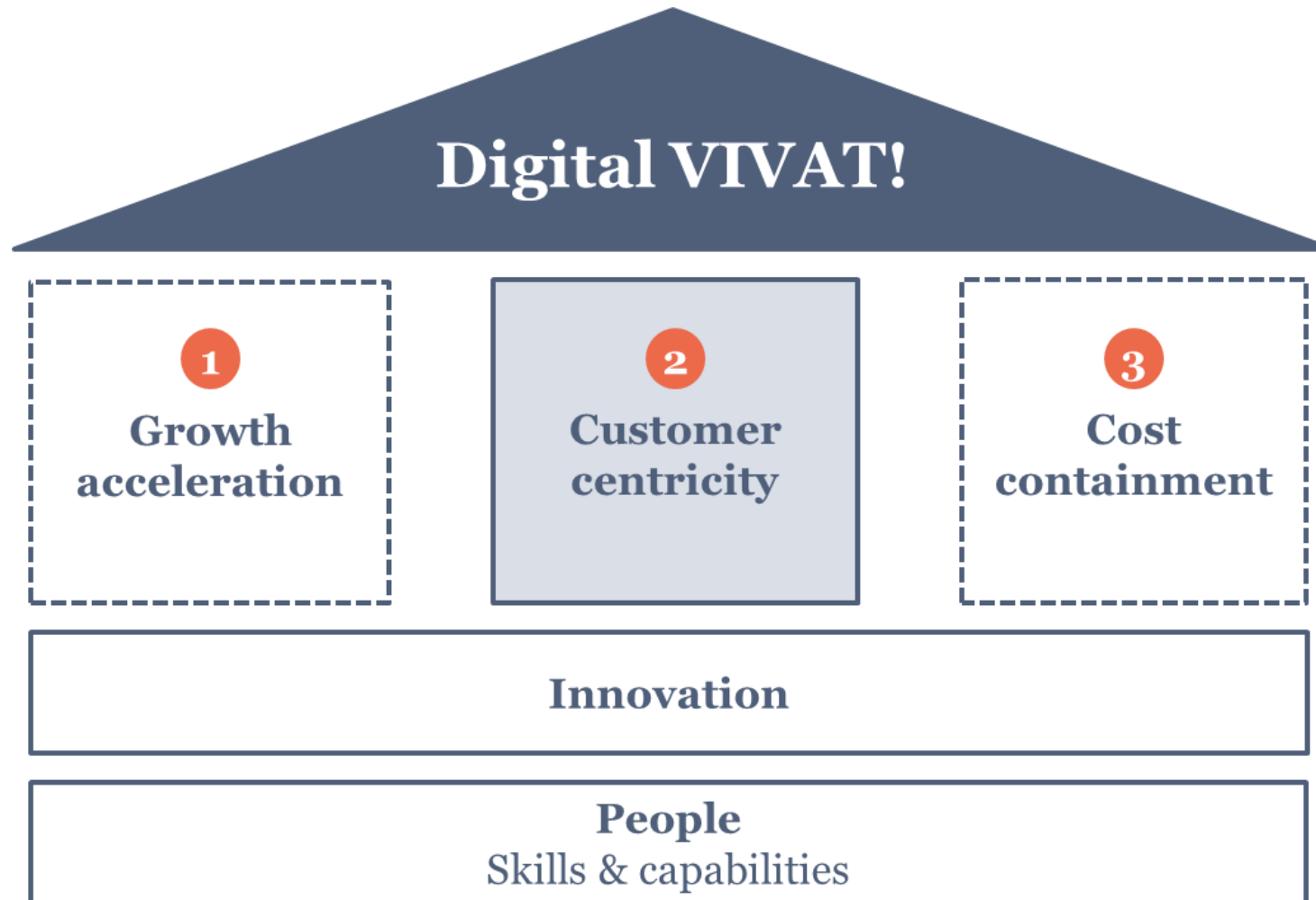


*“It is our ambition to become the  
one of the most  
innovative insurers  
in the Netherlands.”*

Ron van Oijen, CEO VIVAT



# The Digital VIVAT strategy is supported by innovation



# And has to create impact in multiple key areas

Improve acquisition



Improve and optimise customer service



Create added value and new propositions for customers



Modernise and develop new Business Model

Improve Customer Satisfaction and Loyalty



Increase X-sell & Retention



Lower TCO by Simple Self Service Concept



Develop competitive product price



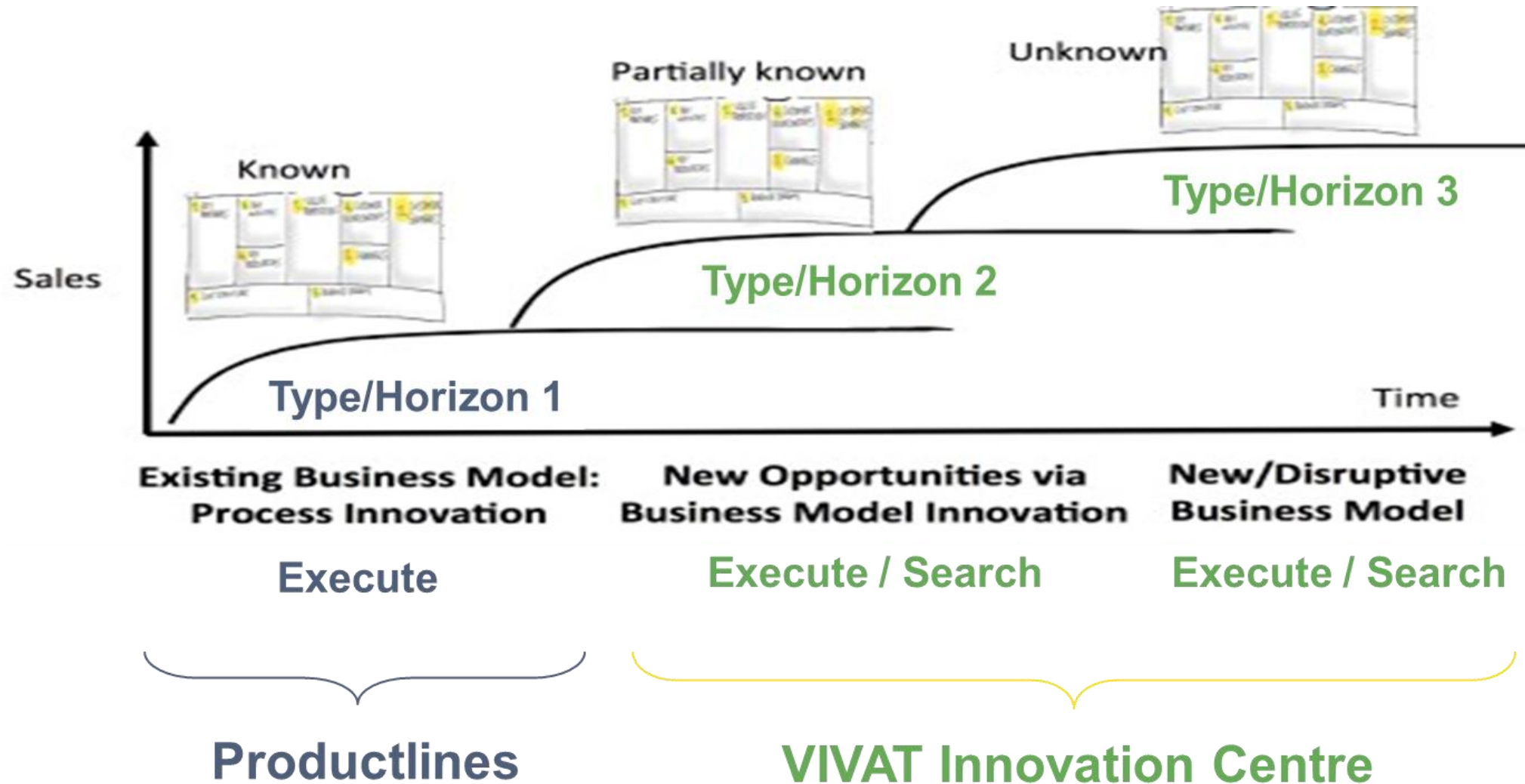
# Innovation is driven by VIVAT Innovation Centre (VINCE)



VINCE Lead, Support and Monitor Innovation



# Innovations are structured around 3 Horizons



# Innovation will be focused around selected themes

Mobility



Living



Working



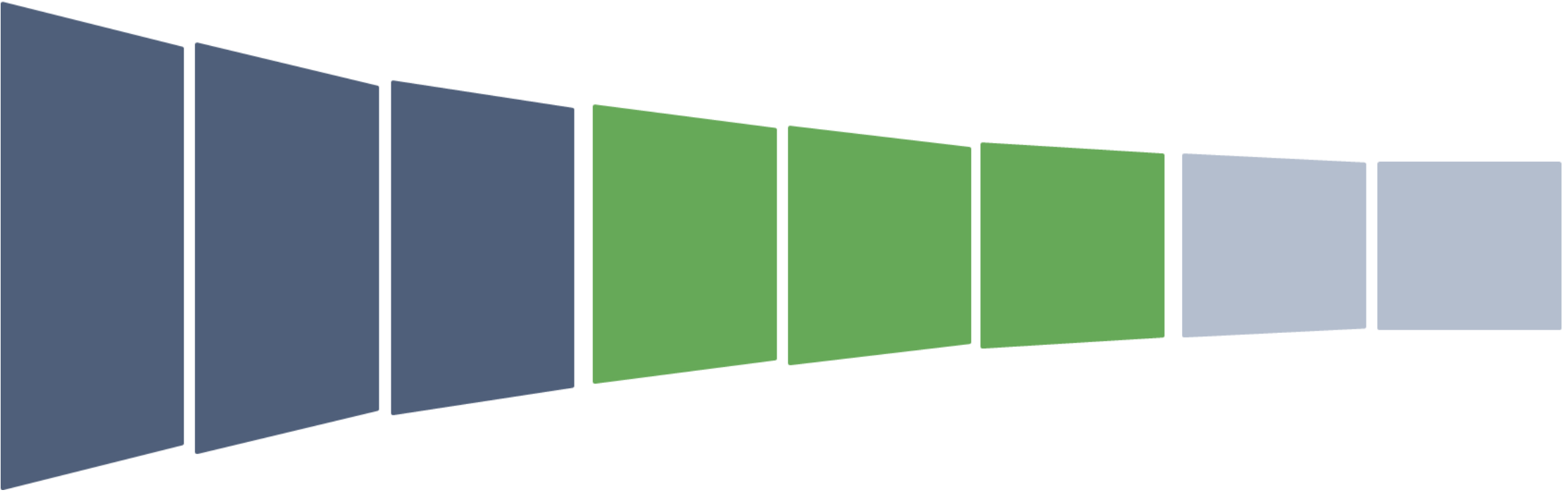
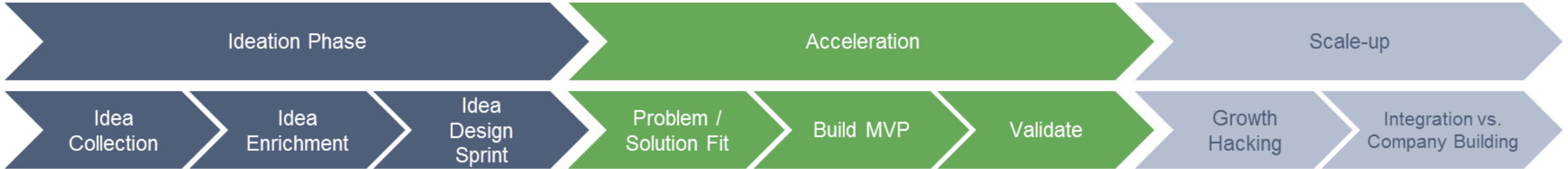
Travel & Leisure



Wealthcare



# The VINCE Innovation Funnel is our life line to success





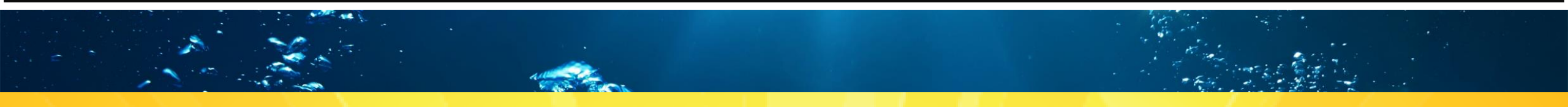
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# **CREATIVE DOCK**

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**Learning #1: Don't stay on the surface, dive deeper!**





**Learning #2: Don't use all your insights at once, focus!**



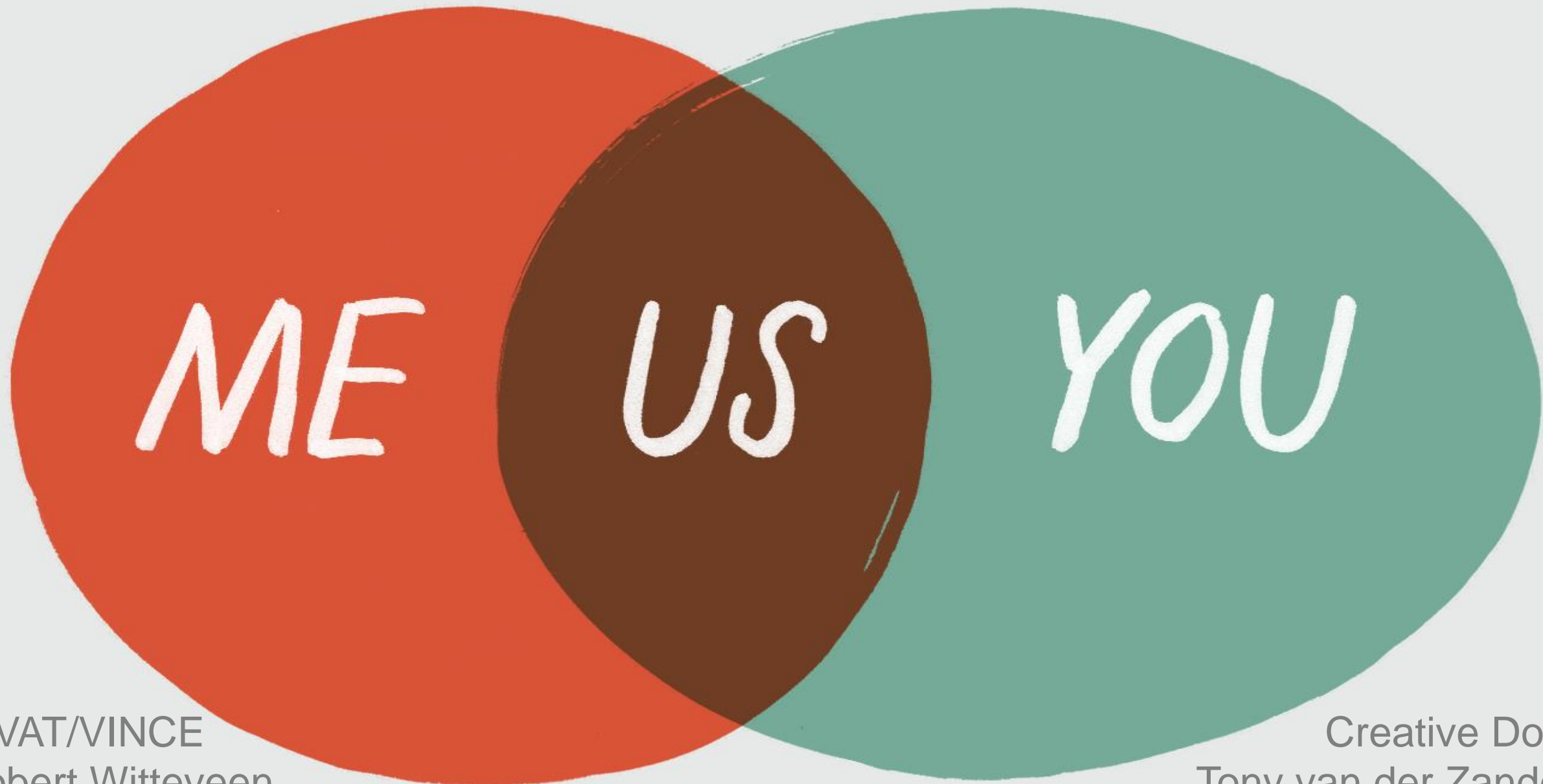
**Learning #3: Don't always trust your gut feeling, test it!**



# Summary

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- #1: Know your customer
- #2: Don't stay on the surface
- #3: Don't use all your insights at once
- #4: Don't follow your gut feeling, test it
- #5: Use the right tools
- #6: Take small steps and act fast
- #7: Collaboration and open innovation is key
- #8: Don't let politics come in
- #9: It's all about inspiration, perspiration and fun



ME

US

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DANK VOOR JE KOMST!

VIVAT