

PREPARING INSURANCE SALES FOR THE FUTURE WITH CUSTOMER IDENTITY AND ACCESS MANAGEMENT

The insurance industry is still in its infancy when it comes to digitalisation - especially when it comes to sales. After all, **digital transformation is changing sales channels in the long term**. In order to meet customer needs in the future, a **multi-channel sales approach will become the standard**.

What does this mean for you as an insurance company?

THE MULTI-CHANNEL DISTRIBUTION REQUIRES AN EFFICIENT MANAGEMENT OF ALL INVOLVED PARTIES.

Increasing digitalization has added new, hybrid distribution channels that complement traditional sales via brokers or agents. For you as an insurer, the handling of individual sales agents - whether analog or digital - has become more complicated.

A customer identity and access management such as cidaas can support the **management of these different user groups** through the dedicated **assignment of roles and rights**. So everyone only gets the information for which they are intended and you benefit from complete control over the data.



CUSTOMER FIRST: INSURERS MUST HAVE YOUR CUSTOMERS KNOW, ACTIVATE AND BIND



In the digital age, one thing counts most:
the direct line to the customer.

cidaas complements your view of the customer and gives him an **identity across all channels**. You thus know where he is moving, which topics are moving him and can thus provide him with targeted and personalised information.

certified
according to



A CUSTOMER IDENTITY MANAGEMENT SUPPORTS THE DIGITALIZATION OF YOUR SALES....

SECURE ACCESS FOR AGENTS AND BROKERS

- **Powerful group management**
 - Easy management of partners
 - Fast onboarding of partners
 - Independent administration of their employees by partners
- **Controlled access to the right applications** depending on authorization
- **Delegated user administration:** You determine on which services your Partners may access

EASE OF USE

- **Single sign-on** across all channels for a unique Omni channel experience - whether broker, agent or end customer
- **Extensive user self services**
 - Manage user account
 - Change passwords
 - Manage or delete consents
- **Passwordless authentication methods**

...AND AT THE SAME TIME PROVIDES YOU WITH TOOLS TO IMPRESS YOUR END CUSTOMERS.

DSGVO-COMPLIANT DATA HANDLING

- **Central administration** of consents and data protection declarations
- **Provision of PII** (personally identifiable information) at the push of a button
- Users can **manage consents themselves** (change, delete, reassign)
- **Security of sensitive data** through strong authentication methods

KNOWING, ACTIVATING AND RETAINING CUSTOMERS

- **Complete user information**
 - Who is the customer?
 - Where does he move?
 - Which channels does he use?
- Trigger push messages with **personalized information in real time**
- **Higher conversion rates** through targeted profiling



MORE SUCCESS THROUGH DIGITIZED PROCESSES



Management more different
User groups (brokers, agents, customers,...)



Ease of use across all channels



DSGVO-compliant data handling



safe authentication procedures

cidaas by WIDAS ID GMBH

Maybachstraße 2
71299 Wimsheim
Tel: +49(0)7044 95103-200

Mail: sales@cidaas.de
Web: www.cidaas.de

