



8th Summit SegMas

60 seconds with Steven Lavado, VP Customer Experience & Strategy, Rimac Seguros y Reaseguros!



Currently in Rimac, Steven is leading the transformation to a customer-centric organization, implementation and escalation of predictive sales and mentoring of local start-up and LATAM; he was previously Founder and Former Lead of CINDI (digital innovation laboratory of Inretail Pharma, part of Intercorp). He has led evolution processes in different industries (consumer, direct sales and retail) from the fronts of digital transformation, innovation, advanced analytics and strategy.

Ahead of his Case Study Presentation on "Transformation to a Customer Centric Organization: Challenges, Roadmap & Digital as a Key Lever", we caught up briefly to get more insight on his vision of the future of mass insurance!

1. What is the biggest change you've seen over the last year with the way customers are engaging with mass insurance products?

Consumers' raising expectations are impacting all aspects of the industry. What they are asking for is increased convenience and customizations, which I think are a couple of the main reasons that are shifting the rules of the game in mass insurance products.

2. What are the top 3 priorities for your organization in the next 12 months to innovate your distribution strategy?

- Strengthen our bancassurance and retail channels
- Retail time performance of our channels
- Support our channels with digital tools to ease selling processes for users and sales reps

3. What is the most exciting technology innovation you've seen in the last 12 months that you think will have a positive impact on insurance distribution in the future?

Definitely the spread of Artificial Intelligence!

4. What do you see as the largest obstacles for the insurance industry to overcome to ensure it is ready for the digital future?

- Current business models
- Culture

5. In 2 words, please describe how you imagine the mass insurance distribution landscape to look in 5 years' time?

Human-based; Knowledge-based

6. What do you hope to gain from attending and presenting at the SegMas Latin America Summit 2019?

- Learning from different experiences of how they are reaching mass segments of customers
- Learning of trade-offs that other companies have had to take in their business models to support their mass channels strategy
- Sharing experiences that can ignite new ideas to keep propelling insurance industry as a lever of wellness for human beings

[Download your full event guide here](#)

