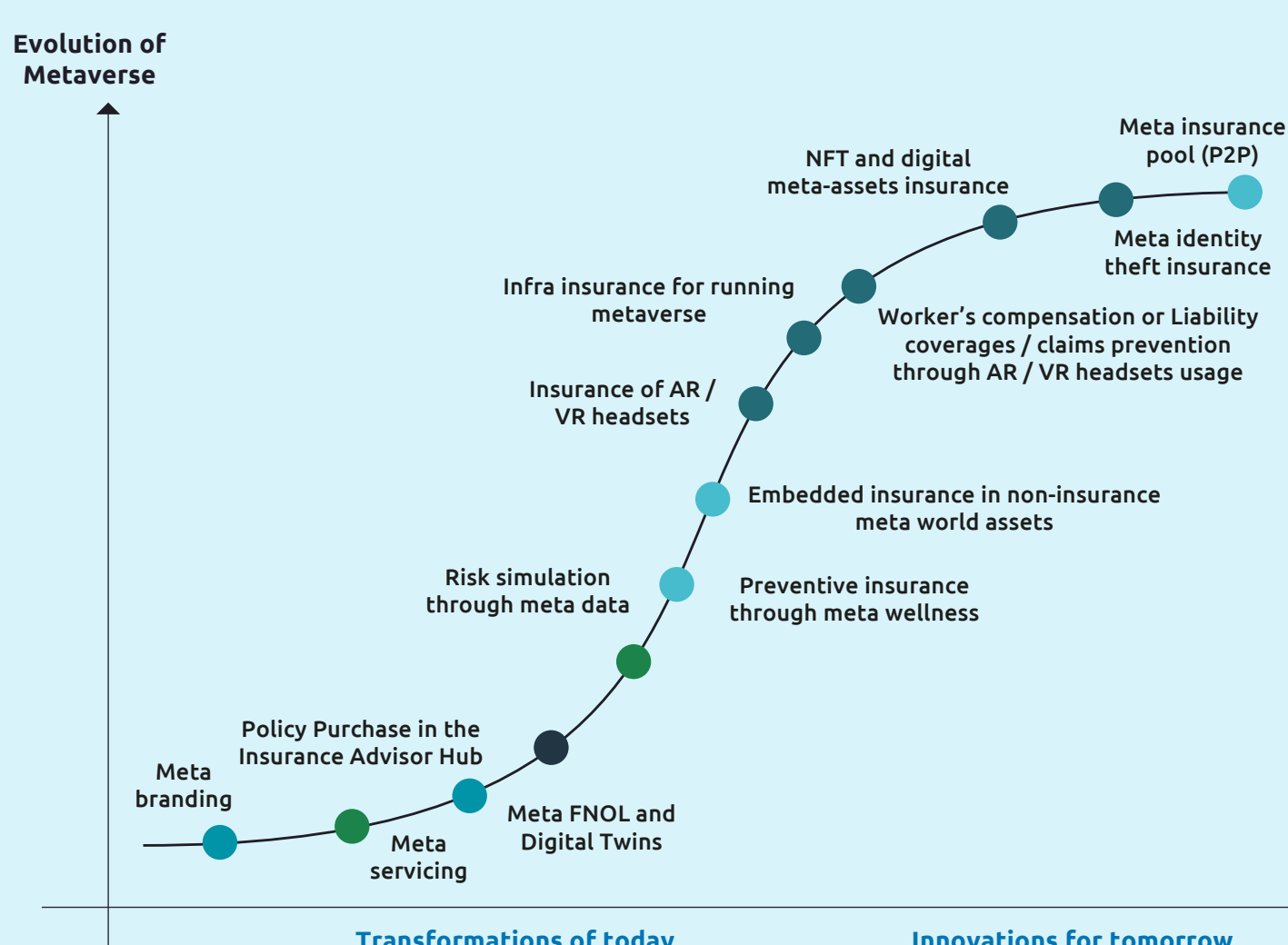


# Metaverse

Potential and current use cases in Insurance

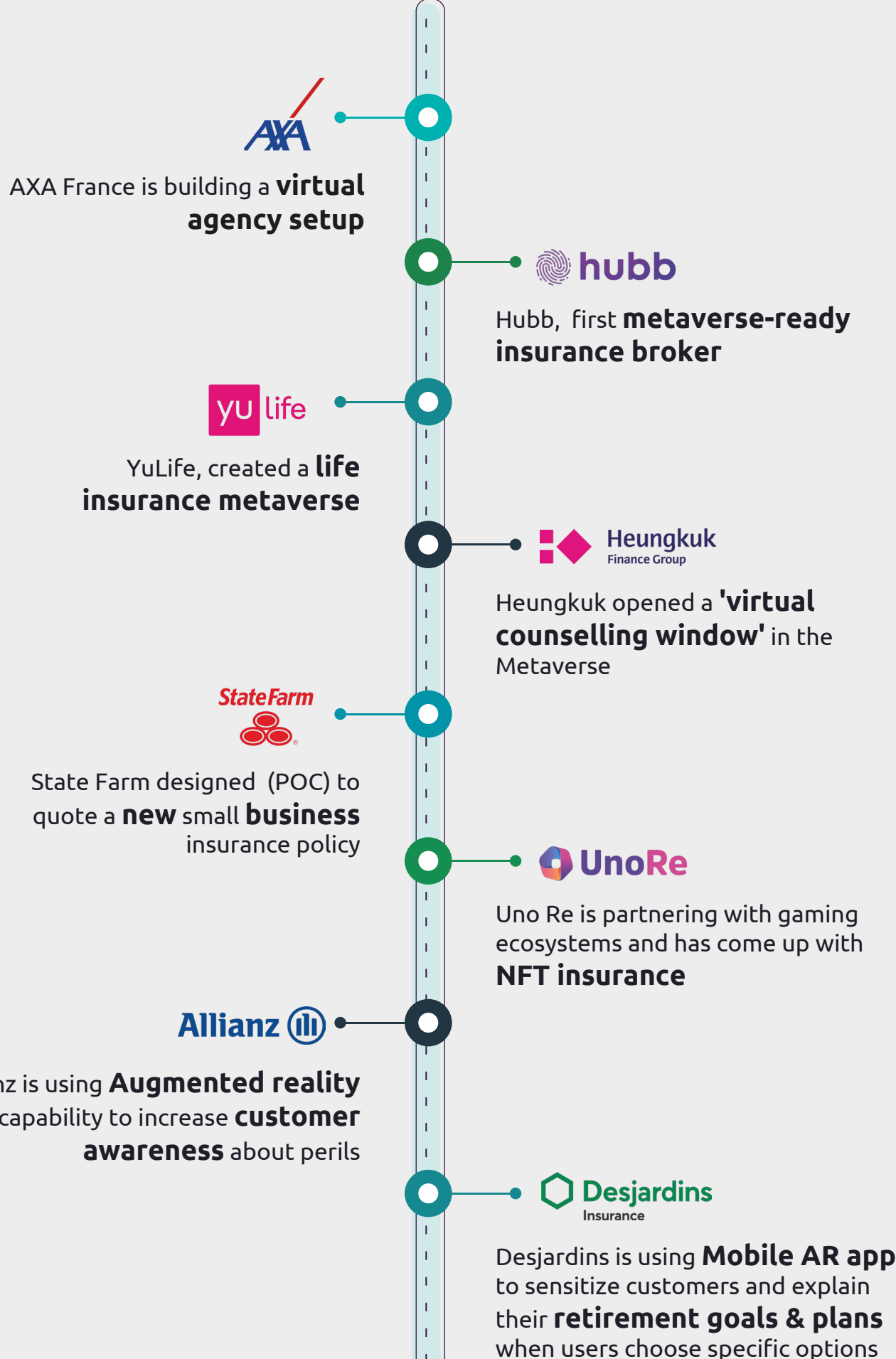
## HOW METAVERSE WOULD SHAPE THE INSURANCE BUSINESS



### Benefits:

-  Operational excellence
-  Improved CX
-  Early-stage brand awareness
-  New business model
-  New product category

## SOME MARKET PLAYERS HAVE ALREADY TAKEN A STRIDE



## ENTRY STAGE METAVERSE USE CASES BEING ADOPTED BY THE INDUSTRY



### 1 Internal employee focused

**VIRTUAL ONBOARDING, EMPLOYEE ENGAGEMENT, AGENCY TRAINING**

New hires shall be able to experience their onboarding process in a virtual environment, to improve employee engagement and productivity in an efficient way. This can also be used for agent training.



### 2 External stakeholder focused

**IMMERSIVE FINANCIAL WELLNESS/INSURANCE ADVISORY TOOL**

Highly efficient VR tool for enabling agents to advise customers for their insurance/financial needs, along with immersive visualizations such as illustration comparison.



### 3 Branding & marketing focused

**VIRTUAL EVENT(S) AROUND CLIENT SPONSORED ACTIVITIES**

Engage and interact with existing and future customers in specific markets to showcase products and assistance offerings, to push customer loyalty and strengthen brand awareness.



### 4 Loyalty & customer engagement focused

**CORPORATE LOYALTY BASED ON NFTS**

Use of sophisticated smart contracts to create dynamic NFTs that unlock rewards throughout customers' lifetime (e.g., VIP access to Metaverse events for customers with timely payment of premiums).

### CONTACT US



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