



# The Recommendation Engine *for Insurance*



## 250M policyholders benefiting from personalized recommendations

Founded in 2016, HQ in Paris and Montreal, with presence in



### Sample Customers



### Recognition & features



### Strategic alliances



# Challenges in selling and buying insurance

## Customer Buying Experience



**Jessica**  
Customer

Jessica is a potential customer looking for a specific product, and she is **fed up** with form-filling process to get a quote and she doesn't know which product is right for her.

## Agent Selling Experience



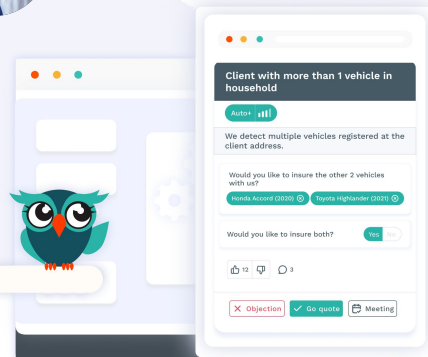
**Tom**  
Agent

Tom is an insurance agent who is **frustrated** with the difficulty to gain meaningful client data insights to offer the right product policy while ensuring the right risk is selected for the company.

# Zelros transforms premiums into lifetime partnerships



## Recommendations for agents in their preferred CRM



### John has a life & home insurance and is opening his restaurant

Advise John on insuring his restaurant business.

As he already owns a life and home insurance, he can get a 10% discount

*40% of small businesses are likely to experience a property or general liability claim in the next 10 years, according to an analysis of The Hartford's small business claims*

### Client lives in a hurricane area

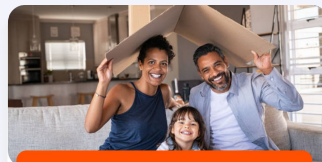
Inform Jessica about the deductible for hurricane damage under her standard home insurance, to ensure she has sufficient coverage in the event of any future incidents.

### Client has 3 kids in college

Advise John about Term life insurance. It allows to protect his loved ones for a short-term need at an advantageous rate. The payout can cover your children's tuition fees and other financial needs.



## Digital recommendations for customers



### Congratulation on your new home

As you continue to invest in your future, it's important to consider your **life insurance options**. Contact us today to learn more about whole life insurance and how it can benefit you.

[Book a meeting with an advisor](#)



### Are you prepared for the unexpected?

Do you and your partner have a life insurance policy to ensure the protection of your loved ones?

☒ Yes ☐ No

[Be recalled](#)

### It's time to Update Your Insurance Policy!

Hello Jessica,

Buying a new house is a really exciting new chapter in your life, but it's important to ensure that you have the right insurance coverage to protect your loved ones and assets!

We want to make sure that you have the peace of mind that comes with knowing that your family and home are protected.

Contact us to discuss your new insurance needs now!



[Contact my advisor](#)



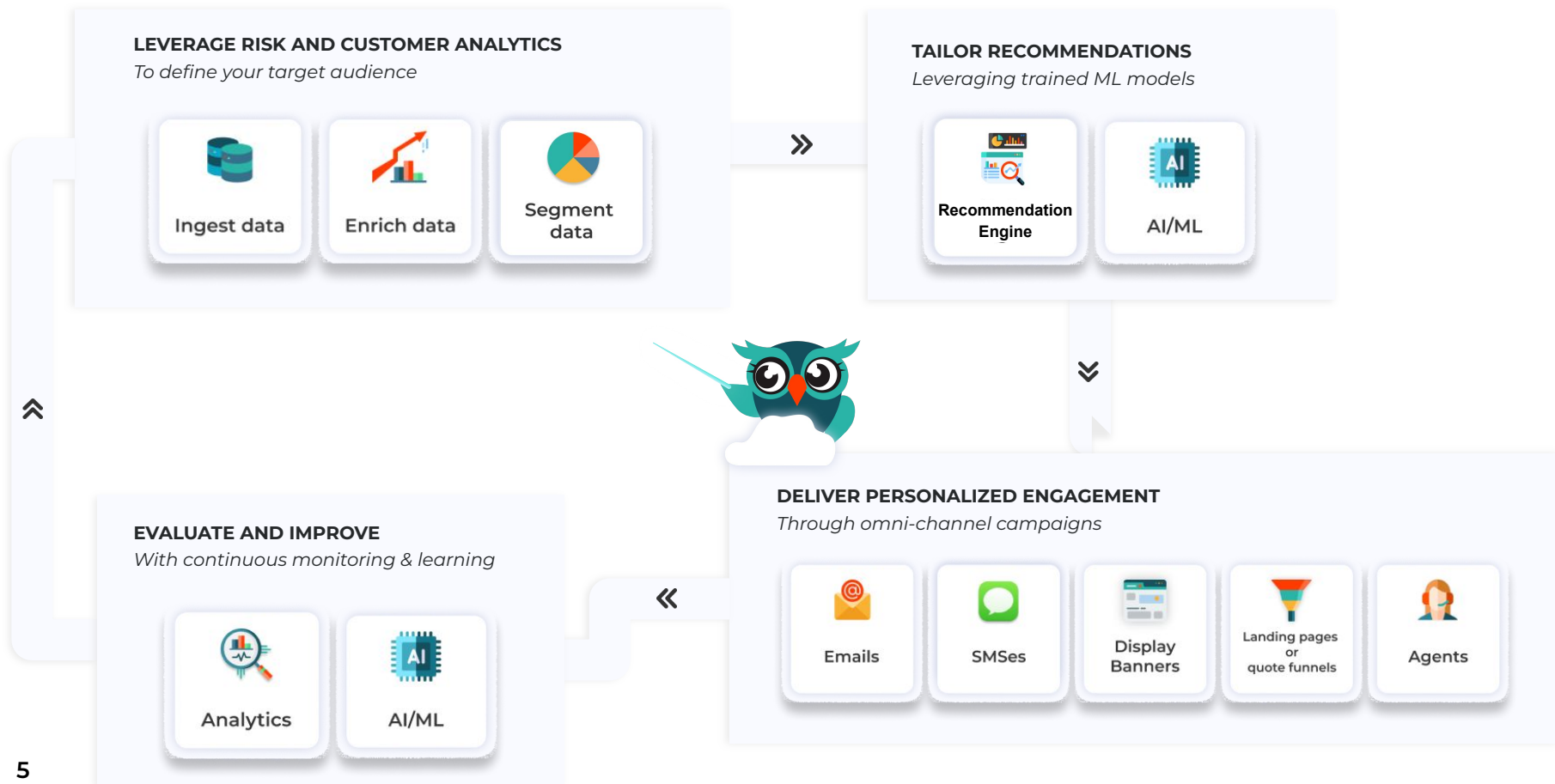
Tom Kendall  
Insurance Agent  
+1 (514) 784-9482  
[tom.kendall@yourinsurance.com](mailto:tom.kendall@yourinsurance.com)



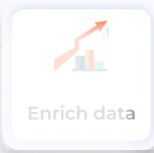
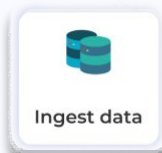
Zelros, 198 avenue de France, Paris, 75013  
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# Zelros helps you deliver proactive and effective Prevention and Protection

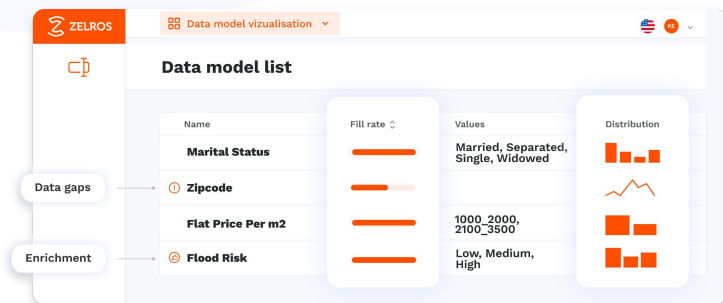


# Leverage risk and customer analytics to define your target audience (1/3)

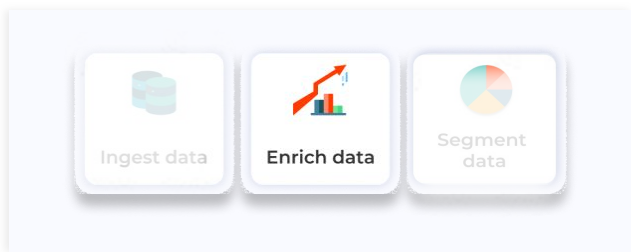


Optimize data quality with our **Data Management feature**

**Our data management visualization feature allows you to easily measure the reliability, accuracy, and quality of your data.** This provides live insights into any data gaps or incomplete customer profiles to identify opportunities for data enrichment (e.g *third party data* or *1st party data* with *Next Best Questions*)

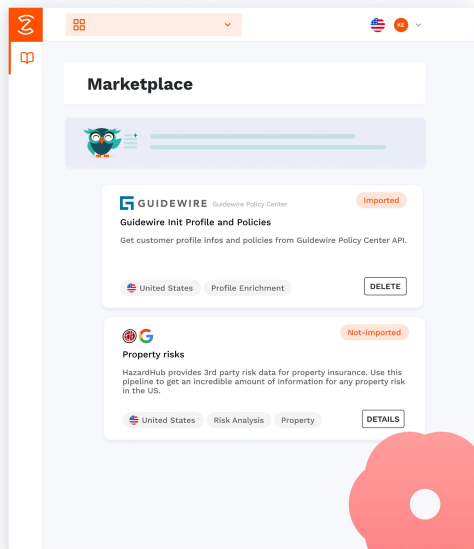


## Leverage risk and customer analytics to define your target audience (2/3)

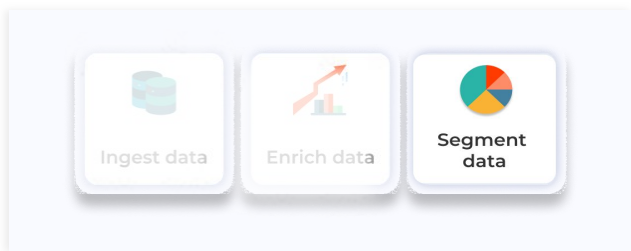


Enrich customer insights with our **Data Marketplace**

Leverage our catalog of data sources, including risk data, weather data, customer preferences, life events, and more, to gain a **better understanding of your customers** and **identify the most profitable qualified leads** as well as **policyholders with a high risk of churn**, for more effective targeting and actions.

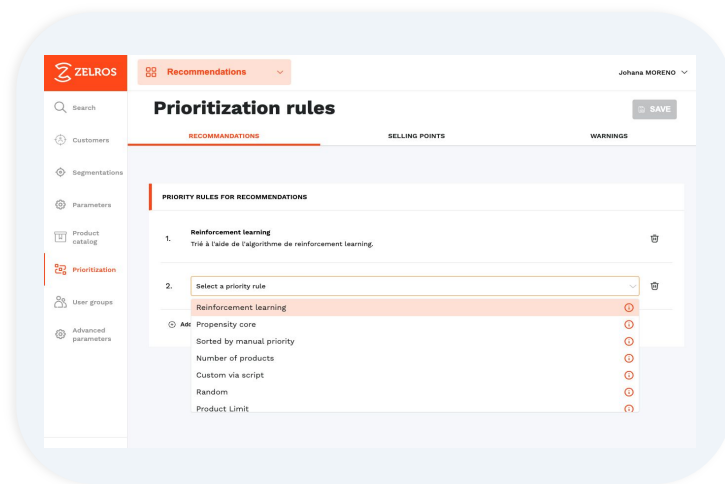
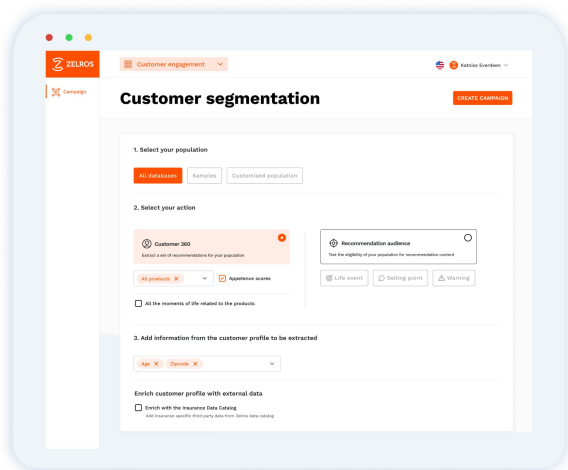


# Leverage risk and customer analytics to define your target audience (3/3)

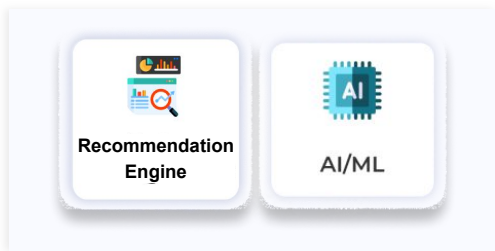


Simplify **customer segmentation** with multiple off-the-shelf rules, scores and prioritization capabilities

- **Select your type of segmentation:** propensity, life events, personas, CLTV, eligibility, churn, risk, protection needs, prevention opportunities, ...
- **Leverage prioritized customer lists** into your marketing, digital and CRM tools
- **Orchestrate** the interactions leveraging Next Best Channel score



## Tailor Recommendations Leveraging trained ML models



Accelerate **lead conversion** by prioritizing and personalizing messaging for each customer segment using machine learning and generative AI at a large scale

Our recommendation engine is powered by trained machine learning models. It analyzes user data, extracts relevant features, considers contextual information, and generates personalized recommendations through every channels.

The engine is continuously refined to improve accuracy and provide an enhanced user experience.

# Deliver personalized engagement through omni-channel campaigns



Emails



SMSES



Display  
Banners



Landing pages  
or  
quote funnels



Agents

**What's your plan to protect your family?**

Hello John,


With kids in college, we know how important it is for you to make sure they have everything they need to succeed. Term life insurance allows you to protect your loved ones for a short-term need at an advantageous rate. The payout can cover your children's tuition fees and other financial needs.

Contact us to discuss this further and answer any questions you may have!

[Schedule a call](#)

**Your insurance**

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Don't forget to update your auto insurance policy to protect your new investment! Get 25% off by adding your new car to your policy now!  
<http://contactmyadvisor.com>



## Moving to a new home?

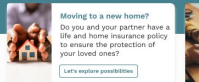
Do you and your partner have a life and home insurance policy to ensure the protection of your loved ones?

Yes No

[Be recalled](#)

Hi Jessica!

Recommended for you



Your Balance

\$ 625,00

[Request](#) [Transfer](#)

Transactions

Amazon payment  
January 11, 2023  
-\$10.00

**Life Policy**

**What we cover**

- Child coverage
- All causes of death except suicide in the first two years (this is an industry standard)

**Child coverage**

[Be Contacted](#) [Subscribe](#)

**What type of coverage are you looking for?**

☐ Pays a sum to your loved ones if you die

☐ Pays a monthly income if you're too ill to work

☐ Not sure

Your home is located in a particularly vandalized district. Recent findings show that 30% homeowners with gardens have experienced theft or vandalism in their outside space. Currently, your home insurance policy don't cover your garden. We suggest you increase your coverage plan.

[Continue](#)

Client with more than 1 vehicle in household

Auto+

We detect multiple vehicles registered at the client address.

Would you like to insure the other 2 vehicles with us?

[Honda Accord \(2020\)](#) [Toyota Highlander \(2021\)](#)

Would you like to insure both? ☒ Yes ☐ No

## MULTI-CAR INSURANCE

By insuring all of your vehicles with us it is more convenient for you.

WE OFFER 25% DISCOUNT

12 2 3

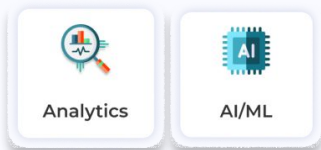
[Objection](#) [Go quote](#) [Meeting](#)



HubSpot

Take personalization to the next level with next best messages, questions and recommendations enhanced with **Generative AI**

# Tailor recommendations with continuous monitoring & learning













Gain **real-time analytics and performance reporting**

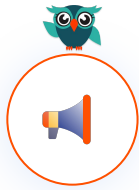
**Continuously improve recommendations with AI:** By leveraging the history of data points and customer interactions, we retrain our AI to deliver more relevant, accurate, and timely recommendations.

**Unprecedented insurance insights through comprehensive monitoring:**

Our data collection techniques include new types of data providing your organization with unparalleled insurance insights across all distribution channels to make strategic decision to optimize your performance.

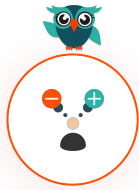
| Status ▾  | Priority ▾   | Products ▾  | Date ▾  | Estimated reach ▾ | % Actual reach ▾ | Display ▾  |
|---|--|---|---|-------------------|------------------|------------|
|   |  |  |  | 17% ↔ 18%         | 2%               | 1<br>87.5% |
|   |  |  |  | 31% ↔ 33%         | 10%              | 5<br>150%  |

# Forge stronger connections with your customers like never before...



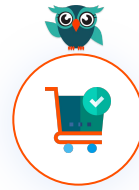
## Awareness

Educate the customers to increase their insurance literacy



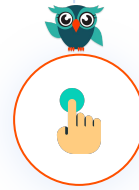
## Consideration

Smooth out the customers discovery process and establish trust about their protection



## Quote

Educate the customers to pick the right protection



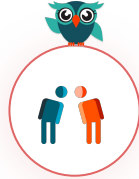
## Policy Activation

Start continuous proactive prevention



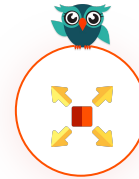
## Advocacy

Build lifetime partnership to develop word of mouth and community building



## Renewal

Build loyalty through continuous proactive and personalized prevention & protection



## Upsell / Cross-sell

Identify new protection gaps and proactively reach out to the policyholder



... and unlock profitable growth without adding new resources



### Revenue Acceleration



**10%**

Conversions uplift



**200%**

Digital engagement rate



**30%**

Cross-sell uplift



**50%**

Agents sales productivity

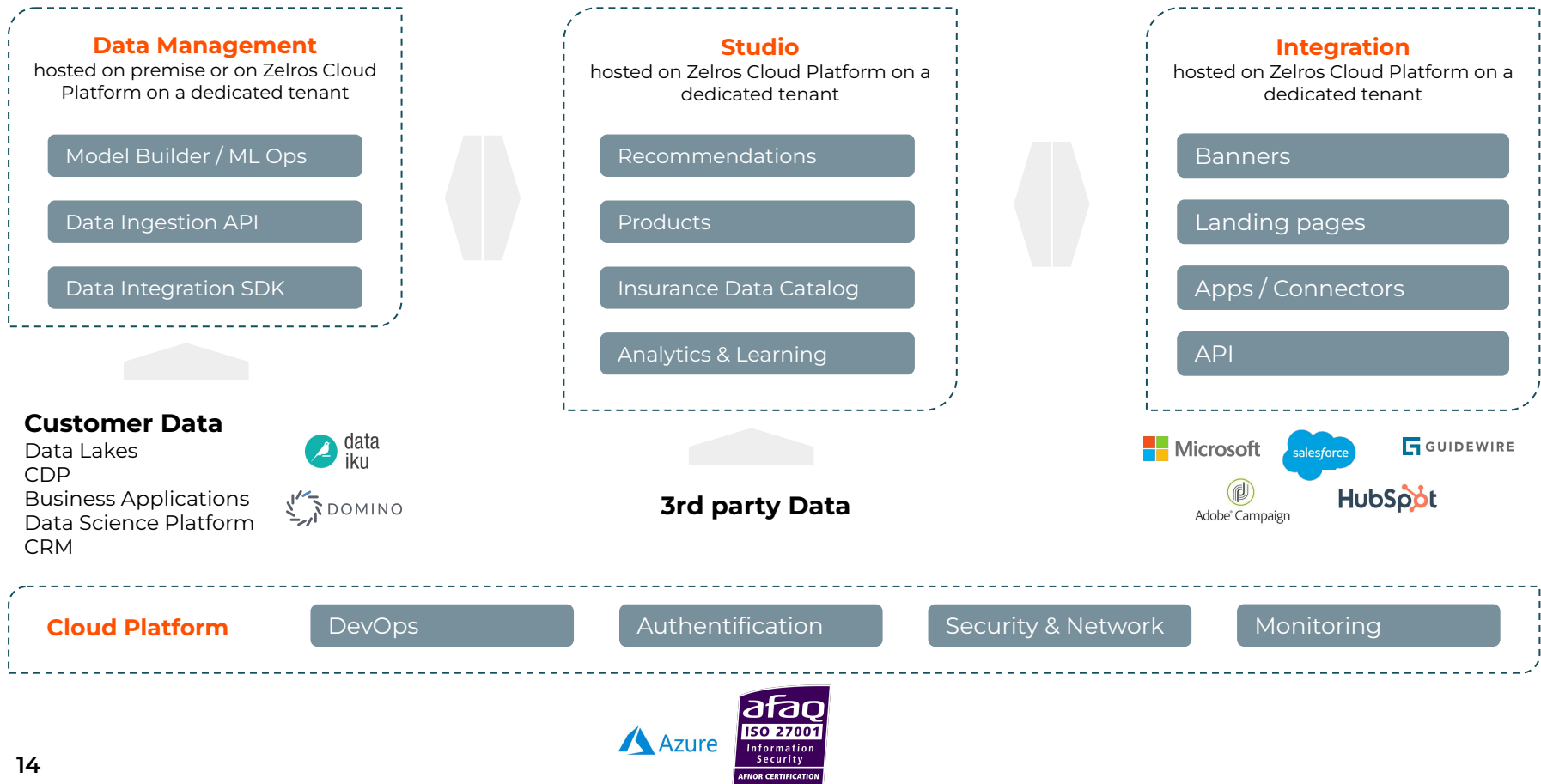
### Customer Retention



**10%**

Premiums saved

# How does Zelros work?



# What makes Zelros unique: our deep insurance specialization



Our unique approach combines **customer analytics** and **risk analytics** to deliver real-time, actionable insurance recommendations that empower better business decisions.




Time to market **10X faster** with Zelros low code platform and **ready to use Apps & APIs** than in-house recommendation engines



Our **AI capabilities** are audited and validated by financial regulators, confirming their **responsibility** and **trustworthiness**.

# What analysts say

These are the **bread-and-butter technologies** that most enterprises rely on to run their business. They're generally stable, well-understood technologies that continue to have **high returns to the business**.

|   |  |
|---|--|
|    | <h2>Financial product recommendation</h2>  |
| MATURITY<br>↑ High  | <b>Definition</b><br>These solutions analyze a customer's transactions, situation, and behavior to make tailored recommendations of financial products such as credit cards, loans, insurance, mortgages, and savings. They can also manage the switching process.   |
| BUSINESS VALUE<br>↑ High  | <b>Maturity rationale</b><br>Financial services providers have long used rules-based product recommendation engines. More advanced recommendation engines use AI, machine learning, and predictive analytics to continuously learn from individual behavior and make targeted recommendations.                                     |
| LIFECYCLE COST<br>\$\$  | <b>Business value rationale</b><br>By tying product recommendations to customers' financial situation, recent life events, location, and past behavior, financial services firms can better determine upsell and cross-sell opportunities and better address the needs of their customers while improving the customer experience. |
| SAMPLE VENDORS<br>Anorak; Credit Karma;<br>Digital Insurance Group;<br>Envizage; Genify.ai;<br>GoCompare; Habito; Mojo<br>Mortgages; MortgageGym;<br>NerdWallet; Trussle; uno |  |

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

## Top AI use cases in financial services (excluding China)

|  |     |   |
|--|-----|---|
| Natural language processing (NLP) / large language models (LLMs) | 26% | ↑ |
| Recommender systems / next-best action                           | 23% | ↑ |
| Portfolio optimization   | 23% | ↑ |
| Fraud detection: transactions/payments                           | 22% |   |
| Fraud detection: anti-money laundering / know your customer      | 22% |   |
| Algorithmic trading  | 21% |   |
| Conversational AI  | 20% |   |
| Marketing optimization   | 20% |   |

**“A product category with a  
230% Growth YoY”**

- AI study by Nvidia, 2023

# What insurers say

## ▶ The Insur BREAK INSURANCE INSIGHTS

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**Lance Taylor**  
VP & Marketing Partner



"Recommendation engine focuses on simplicity and narrows down the options to **deliver the right content at the right time**; it distills overwhelming information into digestible formats. ....**The value is in enhancing customer relationships, loyalty and creating new revenue opportunities.**"

## ▶ The Insur BREAK INSURANCE INSIGHTS

SPONSORED BY  ZELROS

**Brian Poppe**  
Chief Data Officer



[...]Thankfully (to the recommendation) technology advances the ability to **protect both customer privacy while still allow the types of personalization that customers expect.** [Results]..You see higher close rate or stickiness of the customer...

*"Insurance is a special business: growing the business is a bad thing if it's done the wrong way (ie. insuring poorly qualified risks) as it leads to unprofitability."  
- Damien Philippon, Co-founder of Zelros*

# Customer case study - Crédit Agricole



**52 million customers** across **49 countries**



**1st insurer in France**



**1st retail bank in Europe**



## Boost sales performance

**+50%** for insurance experts  
**+200%** for bank advisors



## Speed up agent training

**New advisors onboarding phase reduced from 6 to 2 months**



## Improve customer experience

With real-time **personalized recommendations** to advisors, enabling them to better meet the needs of each individual customer and **close the protection gap**



## Leverage data analysis

Provide strategic insights into **customer behavior and preferences** to help advisors **tailor** their services accordingly



*"With Zelros, We have seen a positive trend in cross-selling among our advisors. Specifically, we have observed that some of our advisors are now subscribing to contracts in areas they did not previously explore, such as health and life insurance. This is valuable for them because it provides them with appropriate catchphrases and is also very beneficial for cross-selling and our overall productivity"*

**Laurent Graziani**

Director - Customer Relations and Multichannel Center  
Crédit Agricole North of France

# Customer case study - Matmut



matmut 

 **1500** agents / CSRs

 **+100** mobile agents for SMB

 **500** branch offices

 **300** Call Center Advisors



*"Since 2015, we have been diversifying our products (...). We decided to use Zelros, which uses AI to improve the customer experience and new use cases. AI provides recommendations directly in Salesforce with explanations of our insurance policies. And very importantly, it integrates a feedback loop from the agents who determine whether the AI recommendation was useful"*

**David Quantin**  
Managing Director, CIO  
Matmut



## Customer engagement

Zelros' product recommendations and **real-time personalized guidance** empower agents / CSRs to effectively engage with customers as they deployed **new business lines**



## Risk assessment acceleration combining Risk and Customer data

Matmut gained a **competitive advantage** by offering faster and more efficient services to customers, supporting agents decision making process with the right **selling strategy to profitable risks**



## Agent effectiveness and upskills

Accelerated adoption of Zelros with ease, and gained a **new approach for agents to upsell and cross-sell effectively**

# Our packages are designed to deliver quick value



| Analytics   | Trial   | Proof of Value   | Roll-out   |
|---|---|--|--|
| <ul style="list-style-type: none"><li>• Simple data export required or list of datasources with data dictionary</li><li>• Recommendations catalog</li></ul>       | <ul style="list-style-type: none"><li>• Business opportunity study / ROI estimation</li><li>• IT architecture study</li><li>• 1 product configured (optional) Data onboarding</li></ul> | <ul style="list-style-type: none"><li>• Light integration, few data required</li><li>• 2 to 3 products configured</li><li>• Recommendations catalog</li><li>• Business rules recommendations</li></ul> | <ul style="list-style-type: none"><li>• Integration within first channel prioritized</li><li>• All products configured</li><li>• Models customization</li><li>• Monitoring</li></ul> |
| <b>Deliverables</b> <ul style="list-style-type: none"><li>• Comparison with industry benchmarks</li><li>• Coverage of Zelros catalog of recommendations</li></ul> | <b>Deliverables</b> <ul style="list-style-type: none"><li>• Configured engine</li><li>• Test via API, Explorer or Segmentation</li><li>• Business case</li></ul>                        | <b>Deliverables</b> <ul style="list-style-type: none"><li>• Quantitative and qualitative ROI</li><li>• Project plan for roll-out</li></ul>   | <b>Deliverables</b> <ul style="list-style-type: none"><li>• Business KPIs for 1 channel</li><li>• DIY configuration</li></ul>  |
| US\$5k<br>1-2 weeks   | US\$20k<br>4-5 weeks  | US\$30 - 50k<br>2-3 months   | Custom pricing   |





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