

Reaching New Digital Consumers with the Exceptional Experience They Expect

How businesses reach and interact with consumers has radically shifted in recent years. Consumers have grown accustomed to seamless and personalized experiences on any channel, at any time. La Capitale (now Beneva) is the largest mutual insurance company in Canada with over 3.5 million members and clients. They aimed to create a unified experience that empowered these New Consumers to buy directly from their website and online portal. At the same time, La Capitale wanted to provide advisors with the digital tools they needed to streamline the lead management and application process.

OPPORTUNITIES FOR SUCCESS



Reaching a new demographic of digital consumers by facilitating direct-to-consumer sales



Empowering advisors with the tools to accelerate their sales capacity

THE ZINNIA HYBRID ORIGINATION SOLUTION:

Zinnia's Hybrid Origination innovative digital platform gives consumers the modern, unified, and exceptional experience they expect and equips advisors with the modern tools they need.

By enabling advisors to perform a need analysis, send a quote, complete an e-application, and manage their clients digitally, Hybrid Origination accelerates the sales process by significantly reducing the paper trail and the time needed to create it.

By providing an easy and exceptional consumer experience, Hybrid Origination gives carriers the ability to enable D2C and penetrate a new market.

EXCEPTIONAL OUTCOMES

5%

Digital policy sales
in 1st year

43%

Digital policy sales
in 2nd year

800%

Increase in digital
policy sales

25%

Decrease in length
of sales cycle

About Zinnia

A New Tech Company, But Not New to Insurance

Zinnia brings together the expertise of insurance professionals and the vision of innovators from technology and data science. As a team, we've built Zinnia Open Insurance to achieve better risk-based outcomes and empower exceptional experiences that can adapt, evolve, and grow right along with the marketplace.

ADVISOR FEEDBACK

"Fundamentally I have become much more proficient at processing client applications through the Zinnia Hybrid Origination platform. Having all of the necessary forms digitized and centrally accessible is allowing me to work through several bigger ticket policies each day. This would not have been possible before."

To learn more, please visit zinnia.com