

GORE MUTUAL

Collaboration is key to Gore Mutual's digital journey

Technology continues to change rapidly, creating exciting opportunities for bold and substantive change in the insurance industry. In recent years, Gore Mutual has prepared its business by investing in new core systems, products and pricing solutions to help brokers compete, and its efforts have not gone unnoticed. Last year, the company was recognized as a Model Insurer and received the Digital and Omnichannel Technologies Award at Celent's Innovation and Insight Day in New York City for its work in developing uBiz, the first fully e-commerce commercial insurance platform in Canada.

Since then, the modern mutual company has continued to develop its digital strategy and equip brokers with products and technology solutions. In the spring, Gore Mutual bolstered its in-house digital team by adding Sachin Rustagi as director of digital. Rustagi's impressive resumé includes past positions as director of e-commerce at Bell and director of digital at Home Capital Group.

"Our new team marries digital expertise with strong underwriting and product development skills," says Rustagi. "We are beginning to operate more like a start-up with an agile, entrepreneurial, customer-centric mindset in a sort of innovation lab environment, and everything we do is for broker distribution."

He explains that Gore Mutual is committed to providing brokers with solutions that are practical, easy to understand and simple for customers

to purchase. For example, the development of API-based products removes complexity and friction from the sales process, enabling brokers to compete directly with the best online offerings.

"The industry is running faster to meet the needs of the modern customer who increasingly wants to use digital outlets to research and buy insurance,"

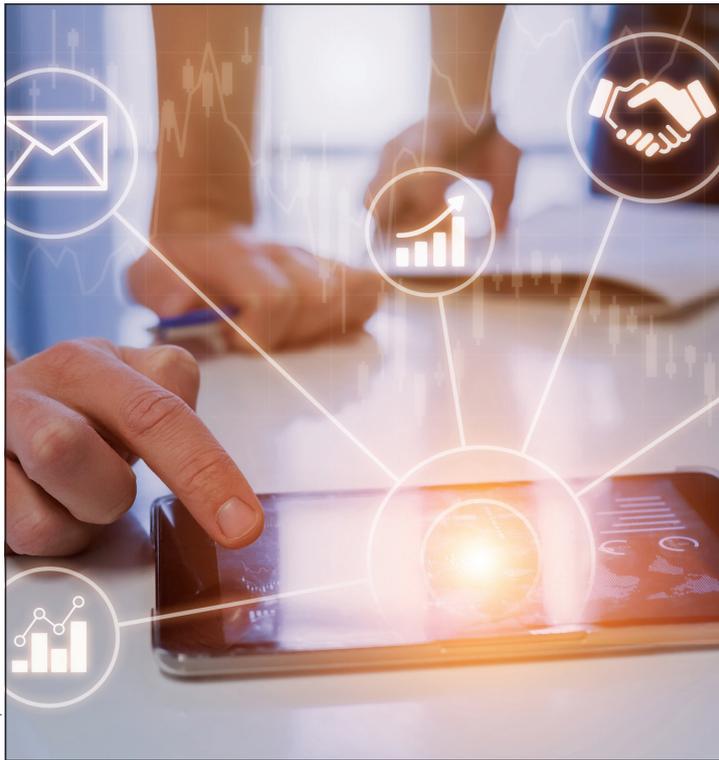
insurer, we have an open-door policy," says Rustagi. "If any brokers, start-ups or even our competitors are interested in collaborating with us to make insurance better for customers and modernize the broker channel, we are happy to meet and discuss options."

Gore Mutual's digital team is also developing a new vision for connected home products in partnership with global home-automation leader Fibaro. Starting this month, the insurer will begin providing select customers with flood sensors and discounts on other smart home devices. "Teaming up with Fibaro is an important step that allows us to utilize the latest connected home technology to strengthen the value proposition that brokers can provide to their customers," says Rustagi. "Our strategy over time is to integrate these devices with data, pricing and claims-mitigation tools to bring a totally different kind of property insurance product to consumers through the broker channel."

Gore Mutual is investing more than ever before in technology to help brokers compete in the digital world, and the company is committed to greater emphasis on standardized

workflow, automation, personalization, transparency and self-service.

"Ultimately, we want to enable brokers to deliver best-in-class digital products and technology solutions, and collaboration is key to this," Rustagi says. "We need to partner across the industry to develop tools that can help brokers succeed in the digital marketplace and deliver easy, simple products online so that customers can get the coverage they want when they want." IP



Gore Mutual is investing more than ever before in technology to help brokers compete in the digital world. The company is committed to greater emphasis on standardized workflow, automation, personalization, transparency and self-service.

Rustagi says. "We believe that in the future they will want an in-store retail experience alongside their smartphone to access insurance, and we will help brokers respond to that."

Gore Mutual's new digital team is already collaborating with brokers who want to strengthen their digital businesses. Together, they are developing pilot projects and exploring new start-ups that can bring greater value to customers.

"As an innovative medium-sized