

RESEARCH CALL FOR PROPOSALS

Actuarial Innovation and Technology Topic – Customer Engagement Programs

BACKGROUND and PURPOSE

Customer Engagement is a focus for many consumer-facing businesses, from social media, retail, food services, and many more. This emerging focus on ongoing engagement with the customer after a transaction is also becoming prevalent in Insurance, including Auto, Health, and Life. A customer engagement program for individual life and illness insurance is a particularly interesting offering as it often engages a customer in a behavioral psychology program. The purpose of this white paper is to provide information to actuaries regarding:

- Types of Customer Engagement programs being used in individual life and illness insurance, including specific discussion around newer and technologically enabled customer engagement programs
- Summary of providers of the programs, including Insurers that are building their own
- Description of technology employed to deliver these Customer Engagement programs, from mobile apps, wearables, IoT devices such as smart scales, blood pressure monitors, etc.
- An overview of the business values available to be captured through a Customer Engagement program for individual life and illness insurance

RESEARCH OBJECTIVE

The Actuarial Innovation & Technology Program Steering Committee (AITPSC) is seeking a researcher to prepare a white paper for actuarial professionals that provides information regarding the value to an insurer in offering a customer engagement program for individual life and illness insurance. The report would additionally provide the reader with background information regarding the types of customer engagement programs available, as well as ways in which the use of customer engagement programs are changing and are likely to impact the profession in the future. The goal is to illustrate the current and future evolution of the use of customer engagement programs for individual life and illness insurance and provide an informative report to the actuarial community on the topic.

PROPOSAL

The paper should cover the following topics:

- Background information regarding customer engagement programs outside insurance, and examples in other lines of insurance
- Types of customer engagement programs available to life and illness insurers, from both technology firms and those built internally
- Overview of the business value available to insurers by offering customer engagement programs to individual life and illness customers
- Overview of the behavioral psychology utilized in customer engagement programs for individual life and illness customers
- Case studies or examples in the market, globally

To facilitate the evaluation of proposals, the following information should be submitted:

1. Resumes of the researcher(s), including any graduate student(s) expected to participate, indicating how their background, education and experience bear on their qualifications to undertake the research. If more than one researcher is involved, a single individual should be designated as the lead researcher and primary contact. The person submitting the proposal must be authorized to speak on behalf of all the researchers as well as for the firm or institution on whose behalf the proposal is submitted.
2. An outline of the approach to be used (e.g. literature search, model, etc.), emphasizing issues that require special consideration. Details should be given regarding the techniques to be used, collateral material to be consulted, and possible limitations of the analysis.
3. A description of the expected deliverables and any supporting data, tools or other resources.
4. Cost estimates for the research, including computer time, salaries, report preparation, material costs, etc. Such estimates can be in the form of hourly rates, but in such cases, time estimates should also be included. Any guarantees as to total cost should be given and will be considered in the evaluation of the proposal. While cost will be a factor in the evaluation of the proposal, it will not necessarily be the decisive factor.
5. A schedule for completion of the research, identifying key dates or time frames for research completion and report submissions. The AITPSC is interested in completing this project in a timely manner. Suggestions in the proposal for ensuring timely delivery, such as fee adjustments, are encouraged.
6. Other related factors that give evidence of a proposer's capabilities to perform in a superior fashion should be detailed.

SELECTION PROCESS

The AITPSC will oversee the selection of projects. The AITPSC will review each proposal and is responsible for recommending proposals to be funded. Input from other knowledgeable individuals also may be sought, but the AITPSC will make all final decisions, subject to SOA leadership approval. SOA will provide staff actuarial support to develop and publish the final material.

Questions

Any questions regarding this RFP should be directed to Mervyn Kopinsky, SOA Experience Studies Actuary (phone: 847-706-3571; email: mkopinsky@soa.org).

NOTIFICATION OF INTENT TO SUBMIT PROPOSAL

If you intend to submit a proposal, please e-mail written notification by March 11, 2020 to Korrel Crawford (kcrawford@soa.org).

SUBMISSION OF PROPOSAL

Final proposals for the project should be sent via e-mail by March 13, 2020 to Korrel Crawford at kcrawford@soa.org.

Note: Proposals are considered confidential and proprietary.

CONDITIONS

The selection of a proposal is conditioned upon and not considered final until a Letter of Agreement is executed by both the Society of Actuaries and the researcher.

The SOA and AITPSC reserve the right to not award a contract for this research. Reasons for not awarding a contract could include, but are not limited to, a lack of acceptable proposals or a finding that insufficient funds are available. The SOA and AITPSC also reserve the right to redirect the project as is deemed advisable.

The SOA and AITPSC plan to hold the copyright to the research and to publish the results with appropriate credit given to the researcher(s).

The SOA and AITPSC may choose to seek public exposure or media attention for the research. By submitting a proposal, you agree to cooperate with the SOA and AITPSC in publicizing or promoting the research and responding to media requests.

The SOA and AITPSC may also choose to market and promote the research to members, candidates and other interested parties. You agree to perform promotional communication requested by the SOA and AITPSC, which may include, but is not limited to, leading a webcast on the research, presenting the research at an SOA meeting, and/or writing an article on the research for an SOA newsletter.