


Subsector: Insurance

Job Family: Sales and Distribution

Impact Level

Today, this role is responsible for identifying clients and providing advice about products, policies, potential risks and opportunities for budget optimisation.

Medium Impact

Consolidated Activities

	Today	Future
Lead Generation	Execution is time consuming and requires ongoing search and follow-up with potential clients. Human judgment is required to effectively identify needs and propose ways to address them.	Advanced Analytics can be used to monitor and analyse how prospects are engaged, identify needs and propose follow-up actions for the job holder to act on.
Relationship Management (with insurers and clients)	Execution relies heavily on 'people' skills to manage different stakeholders.	Sustaining relationships still requires hi-touch skills to develop trust and engage in relevant negotiations with insurers on behalf of clients.
Product Recommendation and Advisory	Execution is focused on distilling various options for clients, and utilising human judgment to provide recommendations best fit for specific needs.	Chatbots can act as "internal advisors", helping Brokers to seek clarifications on products and processes of various insurers. Advanced Analytics can be used for loss-scenario testing to help clients understand policy differences.
Claims Settlement Assistance	Execution can be time and document-intensive helping clients to gather and review documentation, and filing.	RPA can continue to support administrative aspects of tasks. Advanced Analytics can assist the job-holder to play a risk advisory role to advise clients how to maximise claims process.

In the next
3-5 years ...

This role will continue to require human insight and people skills to manage relationships, negotiate and provide guidance. With augmentation of technology, job holders will spend less time on administrative and repetitive actions, and be better equipped to act in an advisory capacity.

Skills Differentiators:

- ▶ **Advanced Digital Acumen/Literacy:** The job holder will need to stay abreast of latest technologies to manage and use tools to increase effectiveness.
- ▶ **Data Interpretation and Analysis:** The job holder will need to effectively extract and make sense of information to generate insights relevant to clients and partner insurers.
- ▶ **Influencing & Negotiation:** The job holder must be able to handle various situations and stakeholders and use persuasive techniques to supplement data-driven insights to align audience's perspectives with the over-arching objective.
- ▶ **Targeted Technical Sales:** Leveraging insights from advanced analytics, the job holder will be able to identify the unique needs and preferences of potential partners and prepare to meet their needs and build stronger rapport with prospective companies.
- ▶ **Advisory:** Having access to advanced analytics will sharpen the job holder's ability to make more relevant and targeted recommendations.



RPA



Advanced Analytics



AI