

Insurance Report

Elevate the experience, not the cost

The insurer's guide to creating innovative,
cost-effective customer journeys



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for ambition

Going digital

The insurance sector, like many others, is in the midst of digital transformation – evolving from the inside out in order to keep pace with changing customer preferences. Seamless experiences, personalized products, and fuss-free payments are now critical to success. But how can insurers embrace transformation without incurring excessive costs?

A [recent survey](#) shows the digital experience is a key factor for insurance customers when choosing providers, and among the top non-price related factors for switching providers. In Singapore, 50% of those surveyed cited the digital experience (or lack of it) as a reason other than price for changing providers.

This guide explores key digital trends in Southeast Asia and how insurers can leverage the payment process to enhance the customer experience.

Trend 1 **Prioritizing the customer experience**

A notable industry trend is the growing emphasis on improving digital customer journeys. Insurance companies in Asia are investing heavily in digital-first experiences to deliver the convenience and flexibility customers have come to expect from their providers. Manual processes and one-size-fits-all policy options – which once defined the traditional insurance model – are gradually giving way to more personalized customer experiences.

Trend 2 **Insurtechs are disrupting the market**

Insurtech is a rapidly growing sector in the market, using cutting-edge technology to make insurance more accessible and relevant to customers. Singapore, a growing hub for insurtechs, is seeing significant innovation in this space. This includes embedded insurance, which enables insurance offerings to be integrated seamlessly into various non-insurance platforms. Take, embedded protection insurtech firm Cover Genius, which partners with online travel platforms like Booking.com to offer 'Cancel-for-any-Reason' protection. It's a concept that reflects the industry's strategic evolution, where products are easily available for purchase within the context of everyday transactions and services.

Trend 3

Payments innovation – an important influencer

Southeast Asia's digital economy is booming, with more people adopting digital financial services across insurance, payments, lending, and wealth. App usage among customers of traditional banks and digital banks has gone up in the last few years and, digital payments, which accounted for half of the region's total transaction value in 2023, is expected to reach 66% by 2030.

As online and mobile banking grow, customers expect insurers to offer payment options like credit and debit cards, e-wallets, and direct bank transfers. Modernizing payments infrastructure is crucial for a digital-first experience.

How payments technology can help

Upgrading customer experiences is crucial, but insurers also face constant pressure to cut costs and manage risks in an uncertain business environment. For traditional insurers, outdated technologies and processes only add to these challenges.

Payments processing is a key touchpoint in the customer journey. Here's how insurers can leverage payments technology to enhance the customer experience, streamline operations, and reduce risk.

“We are happy to partner with Adyen as its global reach supports ours as we manage the claim process for our partners and provide instant payments for approved claims in any currency and language. Working with Adyen has also allowed our team to increase authorisation rates and decrease chargebacks.”



Ehsan Azizi,
Vice President, Product at Cover Genius



Making a good first impression

The first step in the customer's journey is selecting, applying and paying for a policy. A secure and fast experience, regardless of the payment method, can encourage conversions and reduce customer acquisition costs. For example, filling up forms is a dreaded activity for many. Adding features like autofill is an effective way to help your customers breeze through traditionally time-consuming forms.

Supporting customers' preferred payment methods, from global and local card networks to online banking and digital wallets – whether it's through the web, an app, or a personalized payment link – is also key to helping them follow through with their policy purchase.

Optimized checkouts, where encrypted payment fields are embedded into checkout pages, can also be integrated to improve the customer experience. This allows companies to handle the whole payment from their site to avoid redirects and keep the activity as glitch-free as possible. These fields can also dynamically offer a range of relevant payment methods based on the customer's location, device type, and even their installed apps.

“Adyen's credit card billing processing is very robust and uneventful. In the insurance industry, billing activity is very sensitive to the customer's experience and journey. The solid process provided by Adyen is of paramount importance.”

HDI
SEGUROS

Renato Tavares Pinheiro
Financial Director at HDI Seguros Brazil

Keeping recurring payments on track

Recurring payments are crucial in the insurer-customer relationship. Dropped payments can strain resources and have serious implications if customers believe they're insured when their policy has lapsed.

Payment technology equipped with real-time account updating services – to prevent failed recurring payments due to lost, stolen, or expired cards – play a big role in reducing the number of failed payments. So does network tokenization, which can be used to authorize online and recurring payments. Thanks to their enhanced security and immunity to lost or stolen card issues – all leading to higher authorization rates and more secure transactions – tokens are increasingly favored by issuers.

Adyen's [RevenueAccelerate](#) suite offers features like Auto Rescue, which automatically retries declined transactions at optimal times. This reduces manual intervention and involuntary churn while managing premium payments more efficiently.

“Adyen can contribute a lot with innovations that optimize the customer journey, not only in the initial purchasing process but also during the journey, to increase conversion and information transparency.”

The logo for HDI SEGUROS, featuring the letters 'HDI' in a large, bold, black font above the word 'SEGUROS' in a smaller, black font.

Renato Tavares Pinheiro
Financial Director at HDI Seguros Brazil

Safeguarding the customer journey

Mitigating payment fraud risk throughout the customer journey is key to protecting both your business and customer trust.

Implementing tokenization and advanced fraud detection tools like those provided by [RevenueProtect](#), all contribute to more secure payment transactions for your customer and your business.

Being responsive, staying relevant

The traditional payments value chain is typically a patchwork of different systems, resulting in silos and operational inefficiencies. Using a single payments provider that can handle the entire payment flow can be transformational in itself – streamlining your operations, cutting costs, and automating manual reconciliations to make everything more efficient.

Customer insights derived from connected payments data also have the potential to improve risk identification capabilities. These insights can also inform the design and make-up of relevant insurance products and services, and help you discover cross-selling opportunities. At the same time, a modern, unified payments platform allows you to launch innovative products at a faster pace, integrate new technology partners more easily, and stay agile in an evolving industry.

Finding the right balance

The need for insurance providers to invest in innovation while being rigorous about managing costs and mitigating risks is clear.

A payments platform that supports these goals simultaneously goes beyond processing payments efficiently. The ability to provide round-the-clock technical support and dedicated account managers who can identify new opportunities for innovation or cost reduction are equally instrumental to success.

About Adyen

At Adyen, everything we do is engineered for ambition. We started with payments, at a time when providers offered services based on a patchwork of systems built on outdated infrastructure. Ambition demanded more. So we set off to build a financial technology platform for the modern era, entirely in-house, from the ground up. Today, we provide leading businesses around the world with end-to-end payment capabilities, data enhancements, and financial products in a single solution. With offices across the world, Adyen serves customers including Cover Genius, HDI Seguros, eBay, SHEIN, Microsoft and Grab.

Ready to take the next step?

We'd love to set up a call and explore how we can help

[Talk to our team >](#)

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