



# Frank Insurance – SME Insurance Reimagined for Digital

Deloitte has reimagined how small and medium-sized businesses interact with their insurance companies.

Frank insurance is a proprietary asset that could be used as a turnkey solution for offering a disruptive direct-to-insurer or broker-based SME offering. It is based on in depth ethnographic research conducted with SME business to understand their unmet insurance and financial services needs.

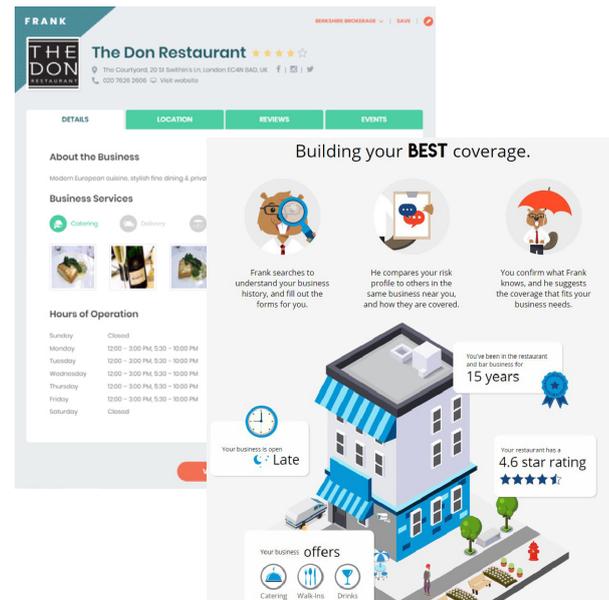
## How does it work?

Business owners care deeply about the risks to their businesses and about having the right coverage. They just don't know what they need.

Carriers are not making it any easier, selling a complex financial product to a fundamentally uneducated market, using legal terms.

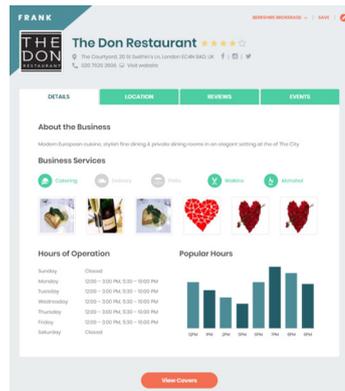
Frank Insurance helps small business owners build trust and understand their insurance needs, bringing together:

- analytics,
- third party data,
- automated underwriting,
- core system integration, and
- a modern user experience.

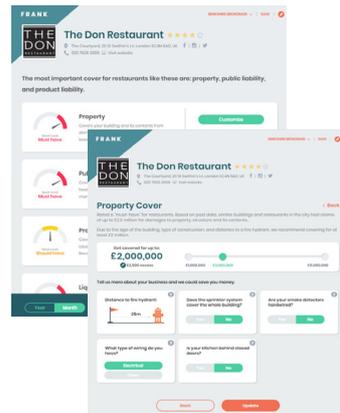


# Frank enables meaningful conversations about risks

Builds context to better understand customers and their unique needs – e.g., what they do, where they are located, what they care about.

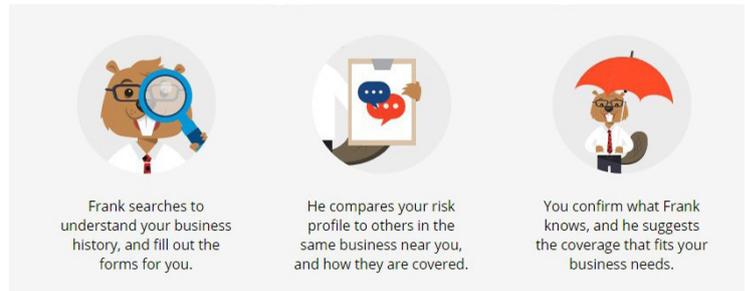


Enables meaningful conversations about risk by retrieving data about their business to build their risk profile.



## What are the potential benefits?

Frank Insurance is built on key findings resulting from primary research on small business owners and the brokers that serve them. Frank can be used to improve broker and digital SME sales effectiveness, improve conversion rates and quote-to-bind ratios, and improve customer confidence in satisfaction by demonstrating a deeper understanding of their business.



Frank searches to understand your business history, and fill out the forms for you.

He compares your risk profile to others in the same business near you, and how they are covered.

You confirm what Frank knows, and he suggests the coverage that fits your business needs.

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## Contacts

### Mark Patterson

Partner, Deloitte UK  
+44 7785 694021  
markdavidpatterson@deloitte.co.uk

### Nigel Walsh

Partner, Deloitte  
+44 7584 100633  
ndwalsh@deloitte.co.uk

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