Zelros Recognized for

2021

Technology Innovation Leadership

North American AI-based Advanced
Insurance Distribution Platform Industry
Excellence in Best Practices

FROST & SULLIVAN

Best Practices Criteria for World-Class Performance

AWARD CRITERIA

Technology Leverage	Business Impact
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Industry Challenges

The insurance industry is going through a fundamental shift in the digital era. Customers expect more personalization, comprehensive coverage, and a superior customer service coupled with a rich digital experience. Insurance sales advisors need to provide a seamless and positive customer journey, from the first interaction to query resolution. Such an approach will also generate cross sales. However, the insurance industry fails to meet evolving customer expectations and demands, largely due to a lack of technological advancements from insurance vendors. The result is a sub-optimal customer relationship enhancement process.

Moreover, conventional methods of insurance distribution cannot meet the needs of current policyholders. Customer satisfaction depends on how intelligently sales advisors interact and deal with policy-related queries. The deterioration of profit pools, changing competitor landscapes, technical innovations, and evolving customer expectations further calls for a new perspective in the insurance industry. However, traditional insurance vendors are often slow to react to the new demands and possibilities of the digital era, opening up the playing field to InsurTech start-ups and big techs who can capitalize on new business models to improve the customer experience. Furthermore, the quality of customer interactions relies on the efficiency with which insurance sales advisors interact proactively with customers at each turn of the conversation. Insurance companies have a diverse talent pool, with some advisors excelling at handling customer queries while others are average. Traditional solutions make it challenging to benchmark advisors and ensure high performance due to a lack of real-time insights.

Frost & Sullivan identifies a need for an intelligent insurance distribution solution that can assist sales advisors through real-time contextualized suggestions while interacting with customers. Such an

approach will help advisors efficiently and accurately resolve queries and offer the best policy suggestions to meet customers' needs. By instantly providing robust client support, such a solution ensures resolution in the shortest time possible, enabling advisors to manage customer conversations smoothly.

Commitment to Innovation

Zelros, a Paris-based start-up, has built an innovative artificial intelligence (AI)-based platform to automate insurance distribution, enhancing customer relationships. The platform leverages AI algorithms to provide sales advisors with relevant, real-time insights, allowing companies to interact efficiently and proactively with customers and ensure they choose the right policy for their needs. Founded in 2016, Zelros is empowering forward-looking insurance vendors to create the best possible selling experience for customers. The platform generates insights through analyzing voice interactions, subsequently analyzing claims, underwriting documents, and other insurance-specific data through connectors to unlock new and relevant information from every live conversation. As a result, sales advisors better understand customer needs, improve the quality of advice regarding policy content, and increase cross-selling and upselling capabilities. Frost & Sullivan believes that, in the insurance industry, it is essential to provide timely advice on policies to meet changing customer needs. Zelros has uniquely positioned its platform to enable sales advisors to offer highly personalized suggestions using AI algorithms. Consequently, insurance firms can better understand policyholders' expectations and needs, including detecting life events. For example, the Zelros platform can automatically detect any mention of an important life event, such as the birth of a child or a new car purchase, subsequently helping advisors convert this information into a service and sales opportunity.

Commitment to Creativity

Zelros's unique InsurTech platform combines AI, machine learning algorithms, and Big Data to generate real-time, in-depth, and actionable insights, allowing users to recommend the right insurance product to the right customer at the right time. Zelros's platform also utilizes natural language understanding (NLU) to assess information from customer interactions with insurance advisors accurately. A truly compelling feature of the platform is the ability to provide contextualized recommendations in real time and store new information at the end of customer calls. As a result, the platform can enrich customer relationship management databases. Such an approach is more accurate than competing offerings, many of which use only simple voice-to-text transcription without providing any recommendations and no cross reference with customer-specific data. Furthermore, the Zelros platform possesses computer vision capabilities, helping it extract key data points from insurance policy documents. Therefore, insurers can obtain customer profiles leveraging their interaction history that offer key summary points. The profiles can be used to implement learning paths for advisors and refine company missions and business objectives.

Application Diversity

Zelros's AI-based platform helps insurance sales advisors efficiently cater to customers and automate the manual underwriting process. Below are two specific use cases highlighting Zelros's AI platform the application diversity:

- A large mutual insurance company based in France successfully used the Zelros platform to increase cross sales for new and existing customers. The platform helped 2,500 sales advisors better understand customer requirements by predicting key life events and improving advice quality. As a result, the mutual insurance company increased its number of quotes by 40%, with an additional 0.4 quotes converted per day per advisor.

- Zelros has helped another France-based digital car insurance broker completely digitize its underwriting process through automated document analysis. The company deployed Zelros's platform into its existing databases to inject customer data and extract key fields from car insurance-specific documents such as the ID, driving license, car registration documents, subscription forms, and accident reports. Zelros enabled the company to increase its subscriptions by 40%. Moreover, the platform's automation capabilities allowed the customer to decrease its vehicle registration document processing time from 3 minutes to a few seconds.

Financial Performance and Growth Potential

Zelros's innovative AI-based platform for the insurance industry is attracting funding from well-known venture capitalists such as BGV. To date, it has secured more than $16 million in funding, with the most recent funding of $11 million in 2021. The company is using the new funds to scale its operations by hiring talent across Europe and expanding into North America. Zelros has been on a growth trend since its inception and continues to acquire more customers, even during the COVID-19 pandemic.

The company has accomplished two consecutive years of triple-digit revenue growth. In 2020, the company assessed and provided personalized recommendations for approximately 20 million insurance policy-specific situations. Zelros's AI-powered platform not only manages, retains, and scales up insurance sales but offers automated self-growth assessments for advisors. Thus, the platform empowers start-up, growing, and established insurers to achieve goals faster and scale with existing resources, leading to a competitive edge. Zelros has proven itself a driving factor behind insurers' successful support of customers. Overall, insurance companies find the Zelros AI platform to be immensely reliable for insurance sales and automated underwriting process applications.

Customer Acquisition

One of Zelros's key value propositions is enabling insurance companies to offer a unique customer experience (e.g., integrating voice with NLU algorithms to generate real-time insights, a difficult feat using traditional tools). The company currently caters to customers across the industry, including insurers, bancassurers, brokers, and reinsurers. The impact of COVID-19 pandemic has spurred companies to adopt remote capabilities as stakeholders realize implementing a digitized and customer-centric sales process is now a business priority. Zelros's AI-based platform provides the means to connect and deliver the best customer experience. The platform enables insurance agents to easily

identify potential prospects are, previous company interactions, and their current position in the sales cycle. By enriching insurers with a history of the customer's journey, enriched with insurance-specific contextual data points, and understanding policyholders' and prospects' intent through voice, agents are better positioned to attract more customers and grow premiums.

Conclusion

The insurance distribution business is increasingly competitive with rising customer expectations for personalized policies, comprehensive coverage, and superior customer service. Zelros's innovative artificial intelligence (AI)-powered InsurTech platform empowers sales advisors to meet growing customer expectations and deliver better business outcomes. The platform's ability to help sales advisors interact intelligently with policyholders by providing contextualized recommendations in real time enriches customer relationship management, setting it apart from competing solutions.

For its strong overall performance, Zelros earns Frost & Sullivan's 2021 Technology Innovation Leadership Award in the European AI-based advanced insurance distribution platform industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**