



RIAD Congress 2017 – Staying ahead of the Game in Legal Protection Insurance

The questions that business have to ask themselves if they want to stay ahead of the game:

1. Do you really know your customer?
2. Does your customer like you?
3. Do you think in stereotypes?
4. Have you ever put yourself in your customer's shoes?
5. When did you have the last real talk with a customer?
6. Do you feel disruption from emerging start-ups?
7. Do you know how to start changing?
8. Is InsurTech on your change spectrum?
9. Are your internal systems (procedures, IT, HR) ready for change?
10. Do you give your staff room for change and do you enable them?
11. Do you think you communicate sufficiently and effectively with your customers?
12. Do you have the right people to introduce change?
13. Personally, are you ready to change?