

## The Insurance Purchase Decision - Canada - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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“As insurance distribution channels evolve, direct digital sales are bound to increase, resulting in more pressure on brokers to provide value-added advice and claims help.”

– **Sanjay Sharma, Senior Financial Services Analyst**

This report looks at the following areas:

A number of emerging technologies and processes are having a massive impact on insurers: the refinement and availability of advanced analytics, artificial intelligence and machine learning, drones, telematics, usage-based insurance, autonomous driver-assisted vehicles reducing risk, etc. Along with these advancements, insurance companies are leveraging multiple distribution channels to suit customer preferences including traditional channels such as brokers and agents, through affinity programs with member associations, retail outlets, travel agencies, through employers for group sales, and direct digital sales.

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Blockchain and insurance  
Impact of the sharing economy on insurance

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