Insurance Industry Identity and Access Management

Gain insights, build brand loyalty, and streamline processes through secure, customer-centric digital experiences.

Consumers have high expectations when seeking and working with insurance providers. Beyond receiving premium coverage and competitive rates, they also expect a seamless and secure customer experience. Savvy online users look for the same personalized attention they receive when speaking with an agent on the phone, and they expect that experience to continue regardless of the device they use. Customer experience matters.

For insurance companies looking to build trusted digital relationships with their users, a customer identity and access management (CIAM) solution is key to delivering personalized experiences that boost revenues, build brand loyalty, and streamline internal processes.

Akamai Identity Cloud provides real-time identity management, identity security, and identity activation designed to enable seamless and secure experiences anywhere in the online insurance lifecycle, while providing insurance companies with deep customer insights.

OMNICHANNEL ACCESS MANAGEMENT

Create and manage secure identities for your prospects and customers for convenient, seamless, and friction-free access to insurance information across channels and devices.

- Simplify and safeguard access to digital properties with single sign-on and multi-factor authentication

- Build better customer relationships with comprehensive preference and consent management tools

- Deliver personalized user experiences with real-time customer profile data

GAIN DEEPER CUSTOMER INSIGHTS

Combine demographic data with behavioral and personal preferences based on consumer interactions with your insurance brand.

- Manage identities centrally to create a richer view of customers that can increase revenue and brand loyalty

- Improve customer experiences with omnichannel identity data

- Gain new insights from reporting tools and segment data

- Use identity-based analytics to deliver better experiences and optimize the customer journey

PRIVACY AND COMPLIANCE

Address compliance with regulatory standards, tailored to fit your unique business requirements.

- Supports European Union General Data Protection Regulation (GDPR), Canadian Personal Information Protection and Electronic Documents Act (PIPEDA), and California Consumer Privacy Act (CCPA)

SECURE YOUR CUSTOMER DATA

Protect your company's reputation with comprehensive authentication, access management, and data governance features. Identity Cloud adheres to the strictest security and privacy best practices in the CIAM industry.

- Enhance security with multi-factor and adaptive authentication

- Reduce risk with strict data management and scoped access controls, including role-based and attribute-based access control (RBAC/ABAC)

- Simplify user provisioning, customer service, and support with the customer care portal functionality of Identity Cloud

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DIGITAL REGISTRATION & LOGIN

ENGAGED 85% OF
REGISTERED CUSTOMERS

DIGITALLY CONNECTED
CUSTOMERS TO AGENTS

Insurers get results with Identity Cloud
A major global insurance company launched a new digital initiative with Identity Cloud to help transform a traditional life insurance product into a more modern digital offering aimed at younger demographic cohorts while still leveraging the traditional channel of agents.

10%
INCREASE IN
CUSTOMER RETENTION

20%
INCREASE IN
LEAD GENERATION