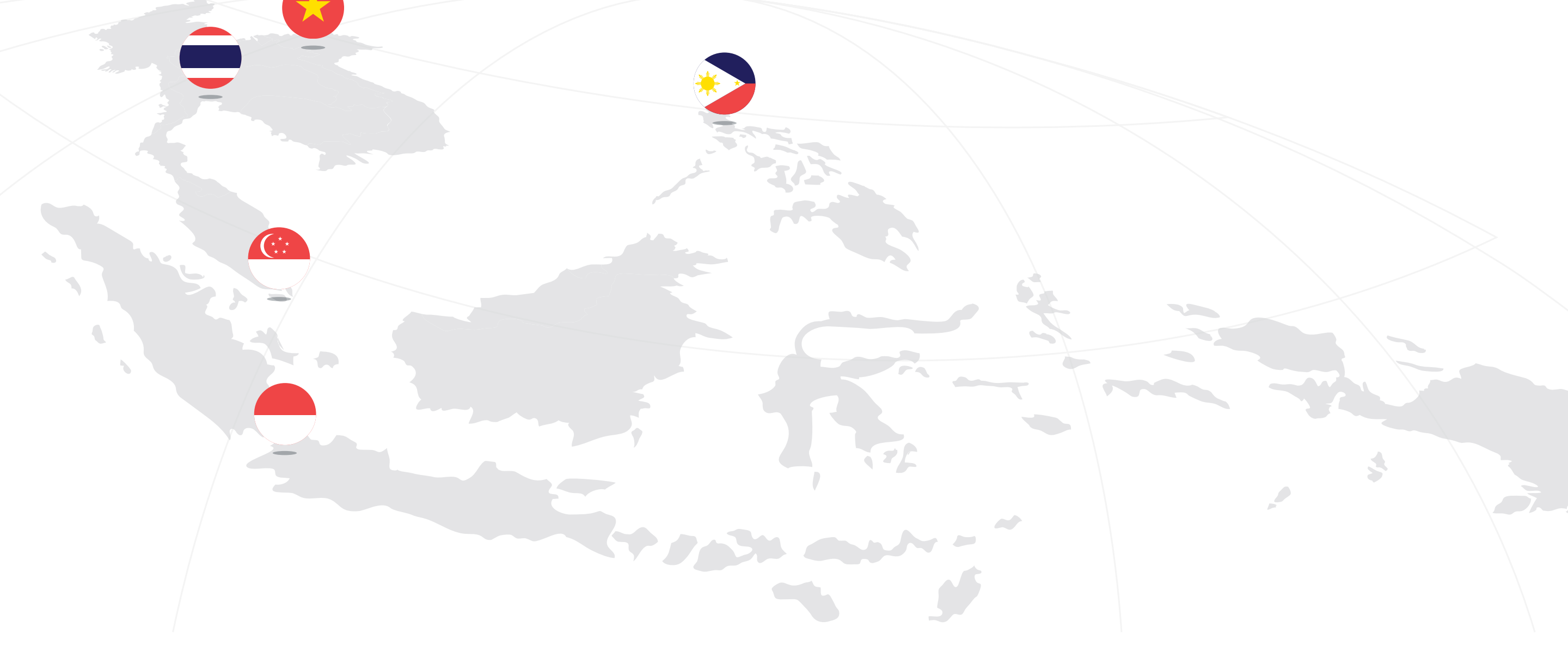


SEA Customer Study on Telematics Motor Insurance



5 SEA
Markets

5,000+
Respondents

500,000+
Data Points

10+
Personas

We study customer awareness of telematics, their levels of interest, priorities, concerns, and preferences.

How familiar are customers with telematics?

We gauge customers' level of understanding and identify knowledge gaps to design tailored strategies that promote telematics adoption in SEA.



Customer interest in telematics

By gauging customer interest, we can determine market readiness and reception of telematics solutions.



Delving into customer interests and motivations to design effective telematics solutions which meet customer needs.

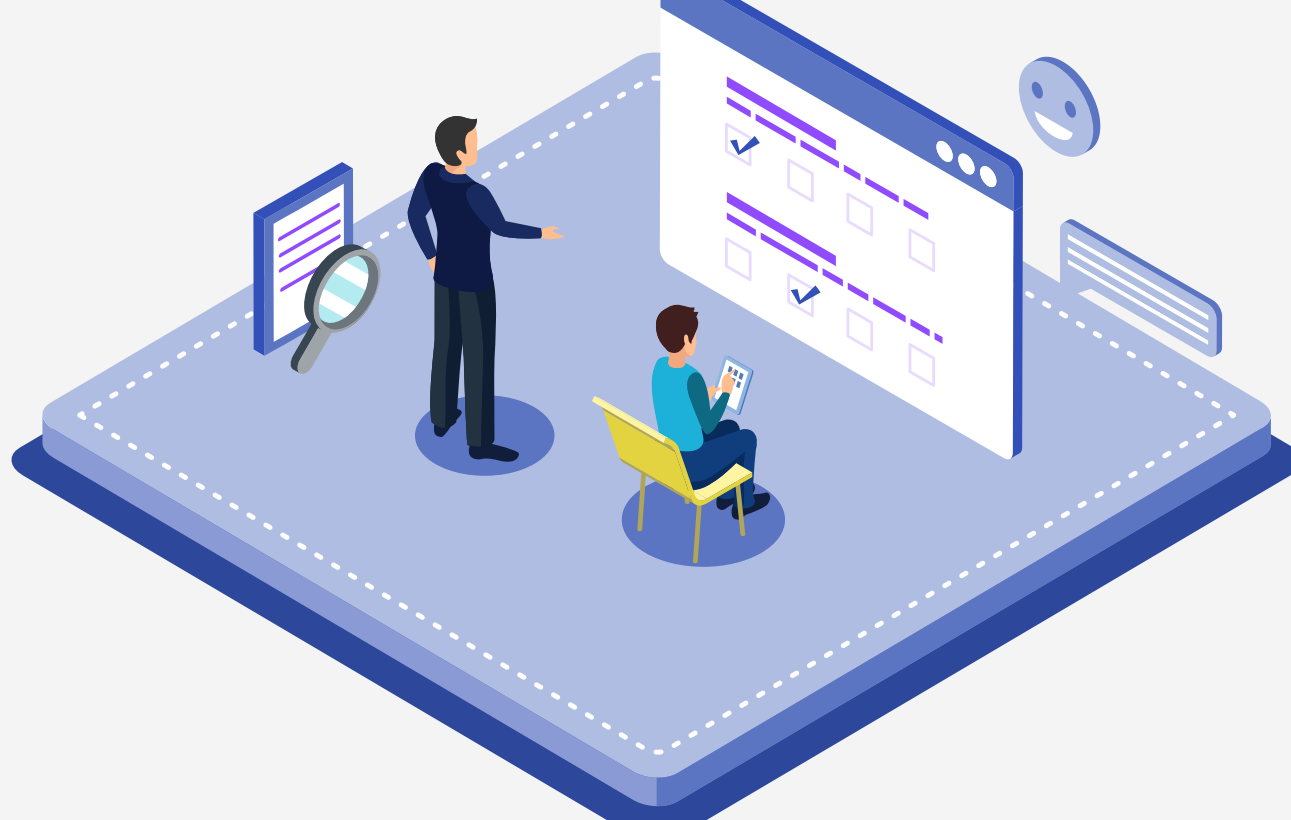


What stands out?

Telematics is valued by customers for its ability to reshape motor insurance, fostering greater personalisation and supporting meaningful social causes.

46% Individualised Premium

40% Societal Values of Telematics (e.g. safer driving communities, more responsible vehicle usage)



Customer concerns to be addressed

Data privacy is the primary concern for customers in SEA.

Insurers in the region must establish robust systems, and implement appropriate measures to build trust and foster wider acceptance of telematics.



60% Data Privacy

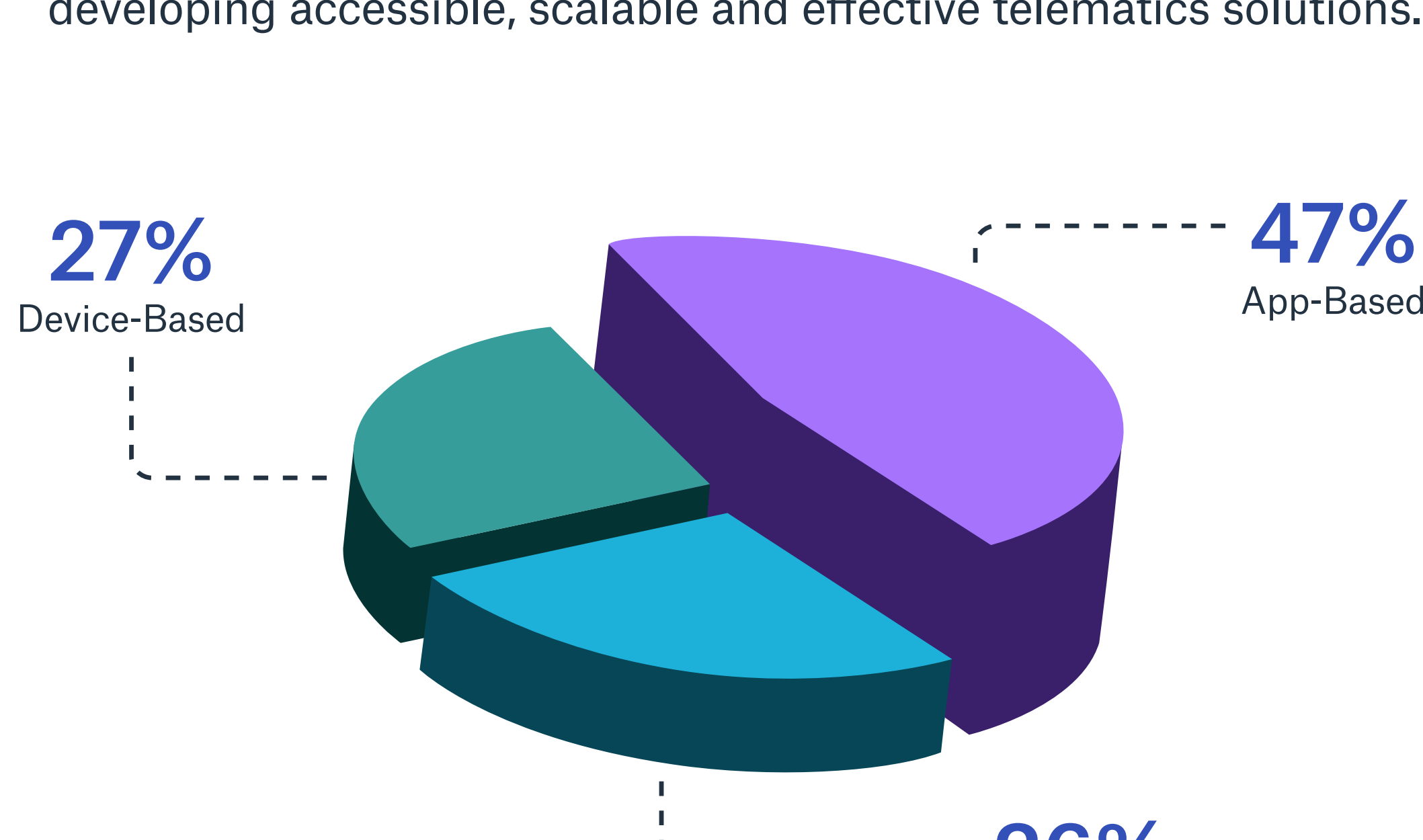
45% App Malfunction

43% Inaccurate Data Assessment

Solution preference

App based solutions offer easy access, accurate data, real-time feedback, and an enhanced customer experience.

Aligning telematics technology with customer preferences is crucial to developing accessible, scalable and effective telematics solutions.



27% Device-Based

47% App-Based

26% No Preferences

Deep diving into customer personas

Telematics Enthusiast Persona

86%

Comfortable with using technology products/software

92%

Welcome new people, things and ideas

78%

Like the unconventional approach to doing things



96%

Value preserving the environment

76%

Focus on looking after their health well

79%

Expect ads to entertain them

This persona comprises 85% of the respondents in the study.

- Adaptive, technology-oriented, and influenced by digital advancements.
- Likely to appreciate the societal advantages of telematics and advocate for safer driving habits.
- Receptive to digital marketing campaigns and product trials, especially those that are engaging and successfully convey the relevance and value of telematics.

Survey respondents were classified into the Telematics Enthusiast persona based on their response to the survey question, 'Based on what you have just read about Telematics Insurance, how interested are you in it?'

Learn More: [Growing Digital Motor Insurance in Southeast Asia](#)