

bizztech

How an insurance company can benefit from its own metaverse platform

- 1) **Virtual customer engagement:** An insurance company could use the metaverse platform to connect with customers in a virtual environment. This could include virtual consultations, virtual tours of insurance products, and virtual claims processing. By providing a more engaging and convenient way for customers to interact with the company, the metaverse platform could help improve customer satisfaction and increase customer loyalty.
- 2) **Virtual training and development:** The metaverse platform could be used to train employees and agents in a virtual environment. This could include virtual simulations of real-world scenarios, such as natural disasters or accidents, that would allow employees to practice handling claims and providing assistance to customers.
- 3) **Virtual Marketing:** The metaverse platform could be used to create interactive and engaging marketing campaigns. For example, an insurance company could create a virtual open house to showcase their products and services, or use virtual reality to create educational experiences that help customers understand the benefits of different insurance products.
- 4) **Virtual Collaboration:** The metaverse platform could be used to connect employees, agents and other stakeholders for virtual collaboration. This could include virtual meetings, virtual training sessions, and virtual brainstorming sessions. This would allow teams to collaborate more efficiently, regardless of their physical location.
- 5) **Virtual Risk Management:** The metaverse platform could be used to create virtual simulations of potential risks and scenarios. This would allow an insurance company to identify potential vulnerabilities and make adjustments to their products and services to better protect their customers.

Overall, an insurance company could use a metaverse platform to improve customer engagement, increase efficiency, and gain a competitive advantage. Additionally, it could be used to bring together employees, agents and other stakeholders for virtual collaboration and training, making the company more agile and responsive to the changing market conditions.

The most strategically important requirements of a metaverse platform for an insurance company are:

- **Download-free access via web browser**
- **General access without special equipment such as powerful computers or VR glasses**
- **No specific internet speed requirements**
- **Highly realistic to photorealistic graphics and avatars to allow users to identify with the platform**
- **The platform must be white label and accessible through the brewery's domain**
- **Flexible platform that can be adapted at any time - for example: additional 3D worlds, new features or technologies**
- **The platform must be scalable in terms of the number of users**