

2024

**Enrollment
Technology
Strategy Seminar**

Ready for Innovation

Digital Transformation and the Consumer Experience

Digital Transformation and the Consumer Experience

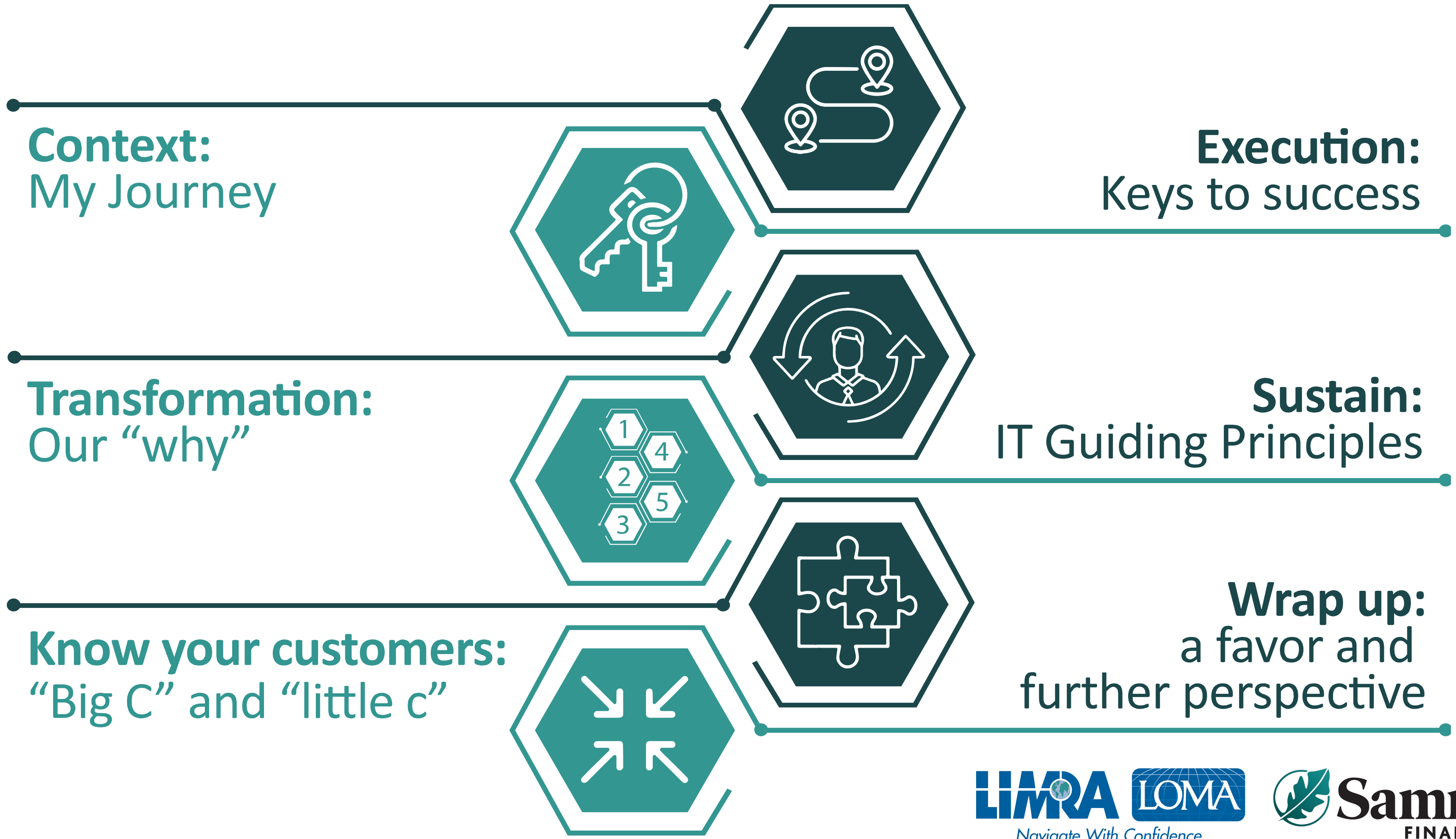


Varun Parekh

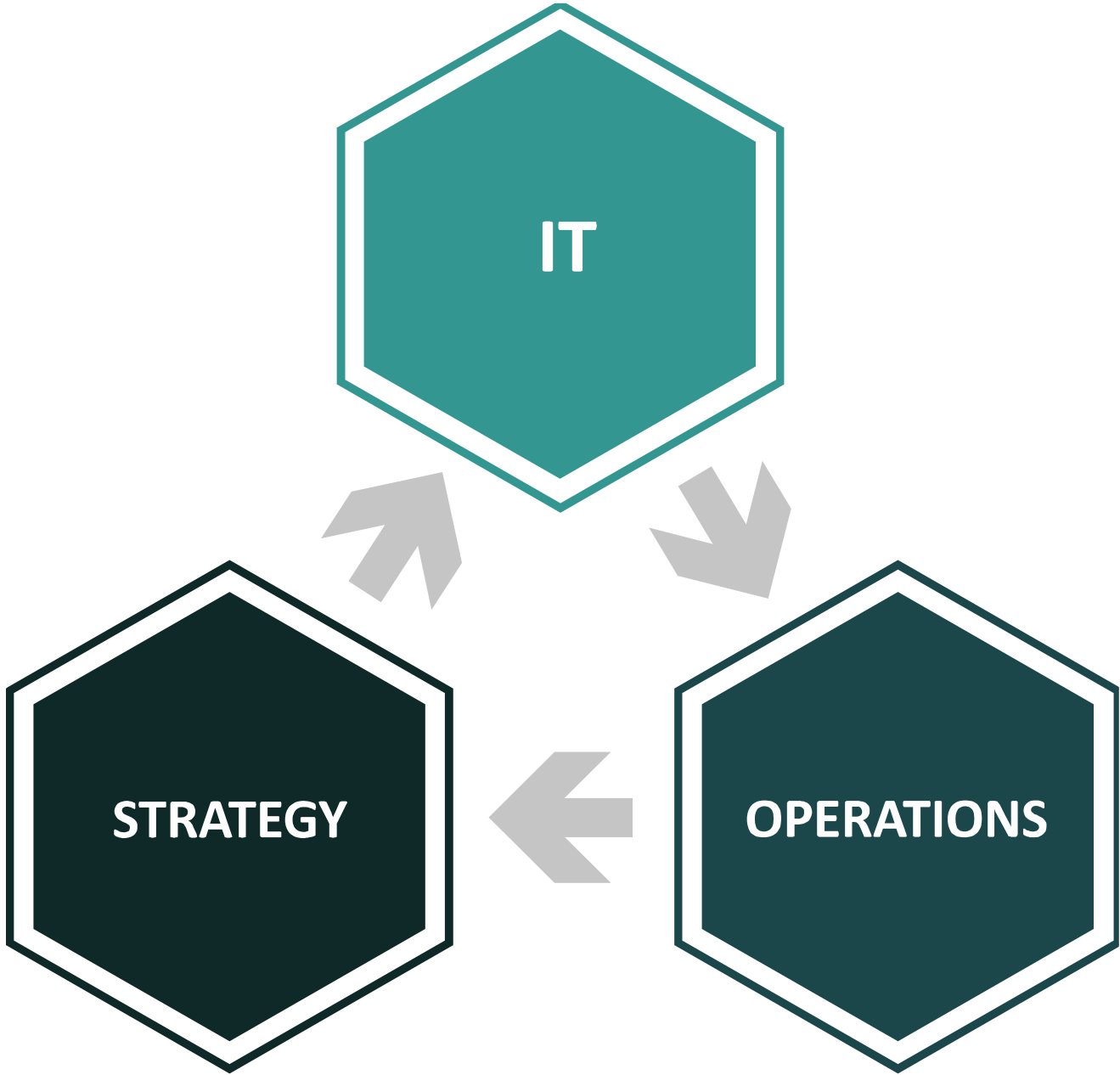
Vice President, Life Information Technology



Digital Transformation and Customer Experience



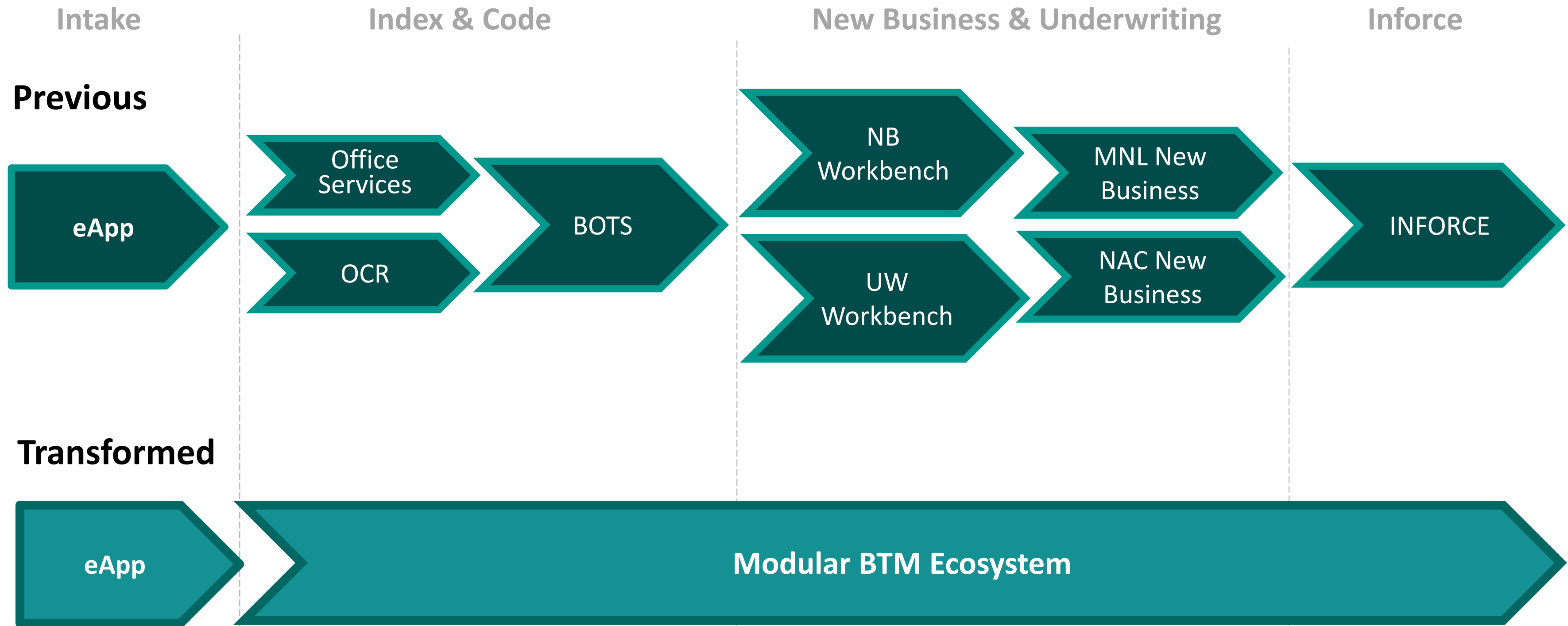
We are the sum total of our lived experience...



Business and Technology Modernization (“BTM”)



Building for parsimony...



Relentlessly focus on the customer and value...

Client

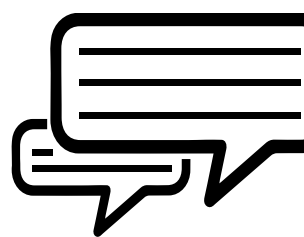
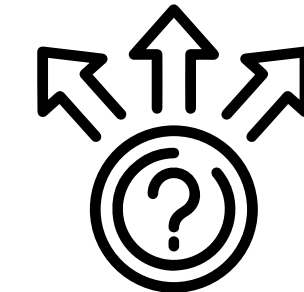
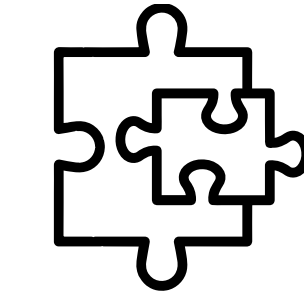
Agent

Agency

**New
Business**

**Contact
Center**

Partners



- “Big C” and “little c” customers
- Experience matters
- Customers have choices over the long term
- If you seek feedback, use it.

Keys to success on the transformation journey...

- Embrace the spirit of Agile... **progress over perfection.**
- Small, cross functional, **empowered teams.**
- **One team, one goal** mindset.
- **Lean** governance and SteerCo.
- **Metrics** informed.
- **Communicate** early, often and authentically.
- **Anchor on value** to business (and customer)

IT Guiding Principles

Refine and maintain a **consistent inventory** of applications.



Catalog the **environments** for all applications and their **interdependencies**.



Increase **application stability** and **performance**.



Improve our **security posture**.



Accelerate the **release of business value**.

Happy Birthday Dominika!



Thank You

