

## GORE MUTUAL

# Continuing to innovate with new Discovery Concourse

Technology and customer expectations are accelerating exponentially warned Paul Jackson, Gore Mutual's chief marketing and distribution officer, at June's sold-out Fast Forward event in Toronto. Jackson also reaffirmed his company's support for the traditional advice-based business model, but stressed the urgency for brokers to modernize through innovative technology, new business models and partnerships.

"We're very serious about change and transformation," Jackson stated. "We're also very serious about partnering with brokers to help them bring digitization into all areas of their business to deliver a fresh experience that modern customers are seeking, and I don't just mean selling online."

One of the ways Gore Mutual will be collaborating with brokers going forward is through its new Discovery Concourse, recently opened at its Cambridge head office. The area houses a digital lab, customer experience centre, multimedia studio and modern collaborative workspaces.

"The Discovery Concourse is unique in that it brings together both our digital and marketing teams, creating a unique space for problem-solving and ideation," says Jackson. "It marks the next phase of our workplace vision, which started with our western region location in Vancouver and will continue into 2019 and beyond at our Cambridge campus. The open modern workspace sets a new standard for the future of work at Gore Mutual."

In 2014, Gore Mutual embarked on a transformation strategy that has touched every part of its business including sophisticated pricing, core systems, brand and products. The plan has resulted in impressive growth for the

company as it continues to strengthen its broker partnerships, personal lines efficiency and commercial technical capability.

"We're toward the end our first phase of modernization," explains Jackson. "Next year, we begin work on the next horizon of our strategy that will bring exponential change to our company, redefining who we are, why we're here and

be invited to participate in problem-solving in the Discovery Concourse.

"For small and mid-size insurers, we encourage competition and partnerships where it makes sense to accelerate ideas that help elevate the industry and provide better solutions to customers," says Jackson. "All brokers, regardless of whether they have a contract with us, are welcome to join us at the Discovery

Concourse where they will find our approach fresh and unique."

Gore Mutual has a series of what they describe as "sprints" already scheduled in the Discovery Concourse including developing concepts for home monitoring insurance products, broker workflow, online claims submissions and more.

"The sprints will bring together experts from the insurance industry and beyond into teams that will tackle real-life problems," Jackson says. "They'll have access to open-source technology and a development team and they'll have the ability to stand up solutions ready for beta implementation. Each sprint will be challenged to 'first nail it, then scale it' instead of approaching technology in an enterprise way like we used to."

In addition to its Discovery Concourse, next year Gore Mutual intends to open Discovery Outposts at a new location in Toronto and at its Noble Insurance location in Collingwood to further increase collaboration with brokers.

"From my point of view, both the Discovery Concourse and Outposts including Collingwood are about open, non-proprietary, problem-solving in collaboration with like-minded people, and we plan on having a packed agenda of sprints," Jackson says. "Brokers are welcome to come and work with us in an actual broker environment, with real-life customers coming through the door. How cool is that?" **IP**



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— Paul Jackson, chief marketing & distribution officer for Gore Mutual

what a modern mutual company offers the modern customer."

Gore Mutual's Discovery Concourse represents a new approach to work, with greater emphasis on collaboration and entrepreneurialism that will enable the company to accelerate its path to becoming a modern mutual. Brokers, reinsurers, insurtech and even competitors will