

Leveraging Ameex AI/ML Experience

Abstract

Today's Insurance world is seeing digital disruptions like never before. Though largely considered as late entrants into the digitization world, the Insurance industry is considered by experts as the largest potential for implementing AI/ML applications. This is more so because of the whole gamut of data that the Insurance industry as such generates. AI/ML has the huge potential to convert data generated from all sources into vital insightful information for decision making. This White Paper discusses these very such AI/ML implementations across Insurance Industry as well as share a few of Ameex's success stories

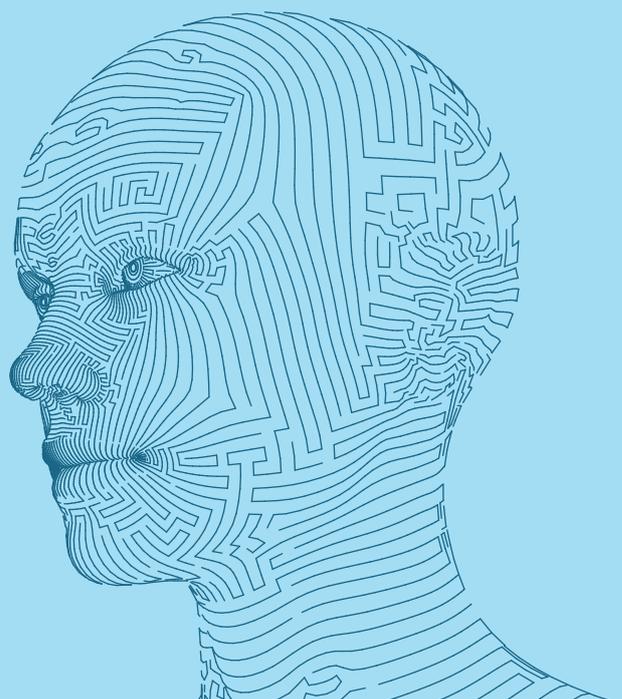


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Mandated AI/ML adoption in Insurance

Today's successful Insurance Companies have adopted end-to-end digitisation for business growth. AI/ML have literally become the primary platforms on which every insurer can safely perform their Insurance data prioritizations to capture accurate data insights. Such data insights form the very basis of every Insurance company's risk quantification and deciphering process. Insurers directly can proportionate these results, driven out of risk analysis to very swiftly construct, assess and scale services and products that perfectly match their Customer's demands.

In the recent past, AI/ML tools have formed the very foundational feature to promote Insurance business changes and outcomes in every aspect of Insurance lifecycle. In an exponentially digitally driven world of Insurance, innovators use AI/ML based tools to perform every elementary process such as:

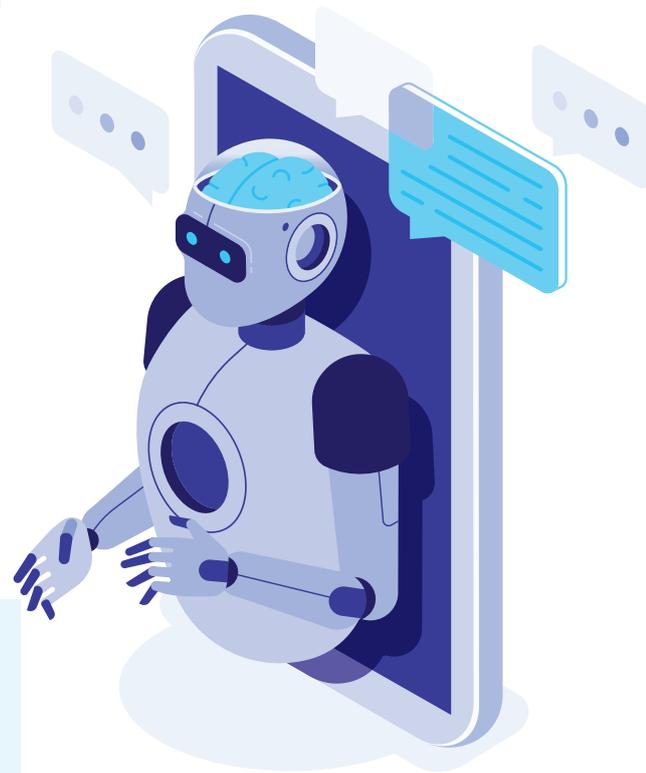
- Cresting lead score captures
- Delightful AI-powered User and Consumer Experiences (UX/CX)
- Record-breaking retention rates

Best ever conversions including up-selling and cross-selling that are result-oriented. Following are a few of the vital aspects that throw light on why AI/ML based Insurance processing are a directed, mandated part of today's digitally savvy world:

1. Emboldening actuaries for accurate risk assessment

Gone are the days when actuaries and Underwriters depended heavily on the crude 'averages' model. Today's AI/ML tools have greatly empowered actuaries to obtain clear insights on data for:

- Precise interpretation of intricate Prospect/Customer behaviours
- Enhanced and customized event/individual risk summarizing
- Facilitating democratized, automated Insurance data tools for actuaries so that they can individually build customized AI models based on their risk assessment needs



2. Dedicated data and championing leadership

Insurance Companies implementing AI/ML tools in the initial stages may encounter distributed Use Cases, that too across very few products and service lines. However, as and when the success rates of such decentralized Use Cases grow in number, across locations and departments, Insurance companies at this stage will mandatorily start feeling the need for dedicated, progressive thinking leaders/executives in terms of AI/ML driven integration and digital data transformation.

3. Intra-Enterprise collaboration for operational efficiency

As and when digital data analytics being adopted over the past decade, Insurance companies are beginning to look at driving out the most tangible business outcomes. Insurers have in parallel realized that businesses can no longer look at data analytics merely through the effectiveness and efficiency angle. They have realized that success lies only in extracting process transformation, risk reduction and augmented profitability lying in mammoth Insurance data storages. This, they have recognized can only be achieved through seamless cross-collaborations among their multi-disciplinary Insurance squads. Insurance companies no doubt are largely diverse in their way of functioning and operations, thereby requiring their own custom need for churning out their own specific data insights. It is just exactly this cross-functional teams need that today's advanced AI/ML technologies cater to, thereby empowering them to bring about impactful business outcomes.

4. Literally everybody wields IoT devices, telematics and wearables

A 2008 Gartner statistics has revealed the number of wearables and IoT devices far overshooting the actual number of individuals using them. Progressive Insurance Companies have long recognized this striking Consumer behaviour to leverage on tapping their potentials for Insurance analytics uses. A large number of Insurers have since then deployed advanced AI/ML data analytics techniques leveraging IoT, telematics and wearables technology to assess individual behaviours, physical conditions, over time and geographic locations to categorize them for Insurance process use, as high/medium/low risk categories.

5. Collaboration across Insurance value-chain

Advanced AI/ML based collaboration tools facilitate Insurers, agents and related professionals to dramatically collaborate and share vital data at record breaking time spans.

The benefits are aplenty:

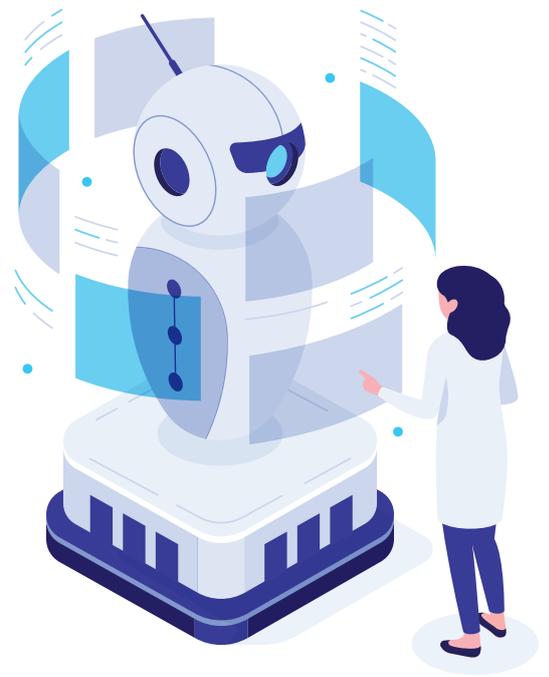
- Improvisations on obsolete Insurance processes to modernize them for efficacy
- Operational improvements across Insurance products and business lines
- Paves way for flexible, and capacitated business strategy betterment



Ameex's take on AI/ML Insurance trends

Leveraging AI/ML to make a difference!!!

Insurance companies of today are fast catching up with global trends that are leveraging the promising potentials of AI/ML. The millennial digital norms for Insurance Companies lie in terms of providing seamless, delightful Customer Experiences (CX), Operational optimization, Manpower and User empowerment, as well as innovative, utility-based product lines. Though largely seen as a late entrant into the realms of digital transformation and adoptions, Insurance Market is however seen as an industry vertical with one of the largest scopes for digital, AI/ML implementations.



An end-to-end AI/ML model for Insurance market

Utmost value to business

- Insurance business line framework promoting best business value
- Skilled, technocratic staff with extensive industry expertise and process designs

2

4

Caters to varied ecosystems

- Partnered with leading technology affiliates

1

3

5

Leverage latest technology

- Technology component testing
- Wholistic Insurance solutions that use top-class product lines
- Scalable, future proof technology designs

Capability to build scalable Solutions

- Prototyping scopes and scalability avenues
- Cloud-based industrial services

Prioritizing on human needs

- Create socially responsible AI/ML solutions
- Service framework that is human centric
- Deft change management team for flexibility of solutions

1. How Insurers are pleasing today's digital age customers?

Contrary to the past couple of decades, Insurance technocrats are completely disrupting the way products and services are being extended. At the epitome of all these lies the mandatory aspect of providing delightful customer experiences (CX). This is because the effectiveness of technology-based product and service offerings lie primarily in how pleased the customer is.

Following are a few popular CX channels that are being leveraged by every leading Insurance Company:

- Chatbots for innovative customer engagements
- Deploying suitable, relevant AI based CX tools to reach out with just the precise information to customers at the right time
- Delightful AI based CX tools for insightful, customized customer messaging and experience

2. Swiftly processed, pertinent Insurance products

Accounts of Insurers wielding app-based processing for operations such as underwriting, Claims etc. are a plenty. These are the type of engagements that customers in today's digital age are eagerly looking forward to, that offer speedy processing with less interferences or disturbances. Customers are always delighted through engagements and products that have reduced friction and low in touch. Numerous are the Insurers who offer app-based claims processing within just a few days and under-writing operations that they do within a few minutes. Hence, the need of the hour for today's digital age Insurers are data and analytics based, AI/ML driven operations that make their underwriting, or claims processing or customer touch base operations more agile and robust.

2.1. Insurance product portfolio expansion

Over the past decade newer AI/ML disruptions in Insurance have paved way for newer, digital tools that are revolutionizing the way insurers price their risks or handle coverages. The uniqueness of these newer, innovative technologies lies in their incredibly dynamic abilities to spot and identify the hidden, yet crucial profit elements that lies within newer business lines.

Following are a few novel Insurance business offerings based on such ground-breaking AI/ML implementations:

2.1.1. AI/ML in Insurance offerings based on customer's usage

These are demand-based Insurance offerings popular among independent, freelance contractual workforce increasing in number globally. Most famous examples of such independent gig workforce include call taxi services such as Uber, AirBnb, etc., which amount to a significant chunk of the innovative usage-based Insurance product line revenues. The AI/ML tools significantly contribute to a major chunk of these new product line profits in terms of Underwriting, pricing and risk analysis policies.

2.1.2. AI/ML in cyber security aspects of Insurance

One of the costly pain points that Insurance Companies have so far been struggling to gauge are the Cyber Crimes. As per International Institutes of Business Analysis, \$6 Trillion is expected to be spent globally on Cybersecurity by 2021. Thanks however to AI/ML, data and analytics driven tools wielded by leading Insurance Companies, that are expected to drastically reduce cybercrime rates by leveraging on their powerful features to instantly spot ever changing, dynamic nature of such crimes.

Considering the following statistics from ADROIT, Cyber Security market poised for a steep increase of \$23.1 billion by 2025:

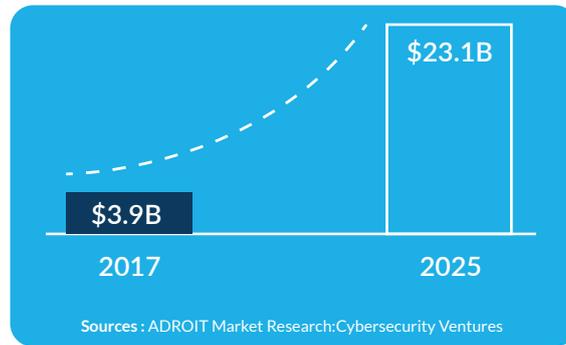


Figure 1: ADROIT Market Research projections on Cybersecurity market

2.1.3. AI/ML in Parametric Insurance

What is so impressive for customers in Parametric Insurance is its flattening of the Claims processing as such. Further, in Parametric Insurance, the protocols and terms are pre-determined and available in the public platform totally simplifying all complexities involved with nullified Claims process. It is those AI/ML tools that materialize rapid launch of Parametric Insurance product lines by catalysing their development, testing and scaling processes at supersonic speeds.

3. Starting from Valuation to Underwriting, AI/ML answers it all!!!

Traditionally, the Averages based calculations are used by Actuaries to determine various Insurance risks among a population of individuals. This methodology has no doubt facilitated Actuaries to categorize individuals falling into brands categorized as various prices. However, the typification and classification categories based on pricing is far very less and rather a crude or imperfect way of assessing their risks practically. Further, determining certain type of common Insurance risks such as that of health Insurance etc. requires Actuaries to manually and tediously scan through an entire gamut of voluminous medical data of individuals before arriving at the risk figures. Such manual methods in some way or the other lack the actual practical perfection required to really analyse Insurance risks, which are no doubt a crucial part of Insurance processing. Today's AI/ML driven methodologies however have the robustness and flexibility to scan quickly through even complex census data priorly unimaginable through manual means. These tools provide precious insights to Actuaries, Underwriters and the likes in the form of specific, intricate diversities and nuances in individuals among a huge population. This makes them assess individual Insurance risks at an unimaginably pre-emptive and accurate manner.

4. Facilitating Insurers as crucial financial advisories

No more are Insurers mere reactive salespeople, marketeers or claims processors. Today's Insurers are full-fledged professionals who wield high-tech AI/ML tools to pre-emptively foresee individual Insurance opportunities, incredibly specific individual risks and take a stance as continuous Insurance decision-support entity. The amount of precious insightful data generated from Insurance processes are already mammoth. At the same time, today's technology systems and wearable devices generate an even more insightful set of valuable set of data for Underwriters and Actuaries to easily assess even hidden individual Insurance risks.

5. Insurance sets for cross-selling and risk lowering

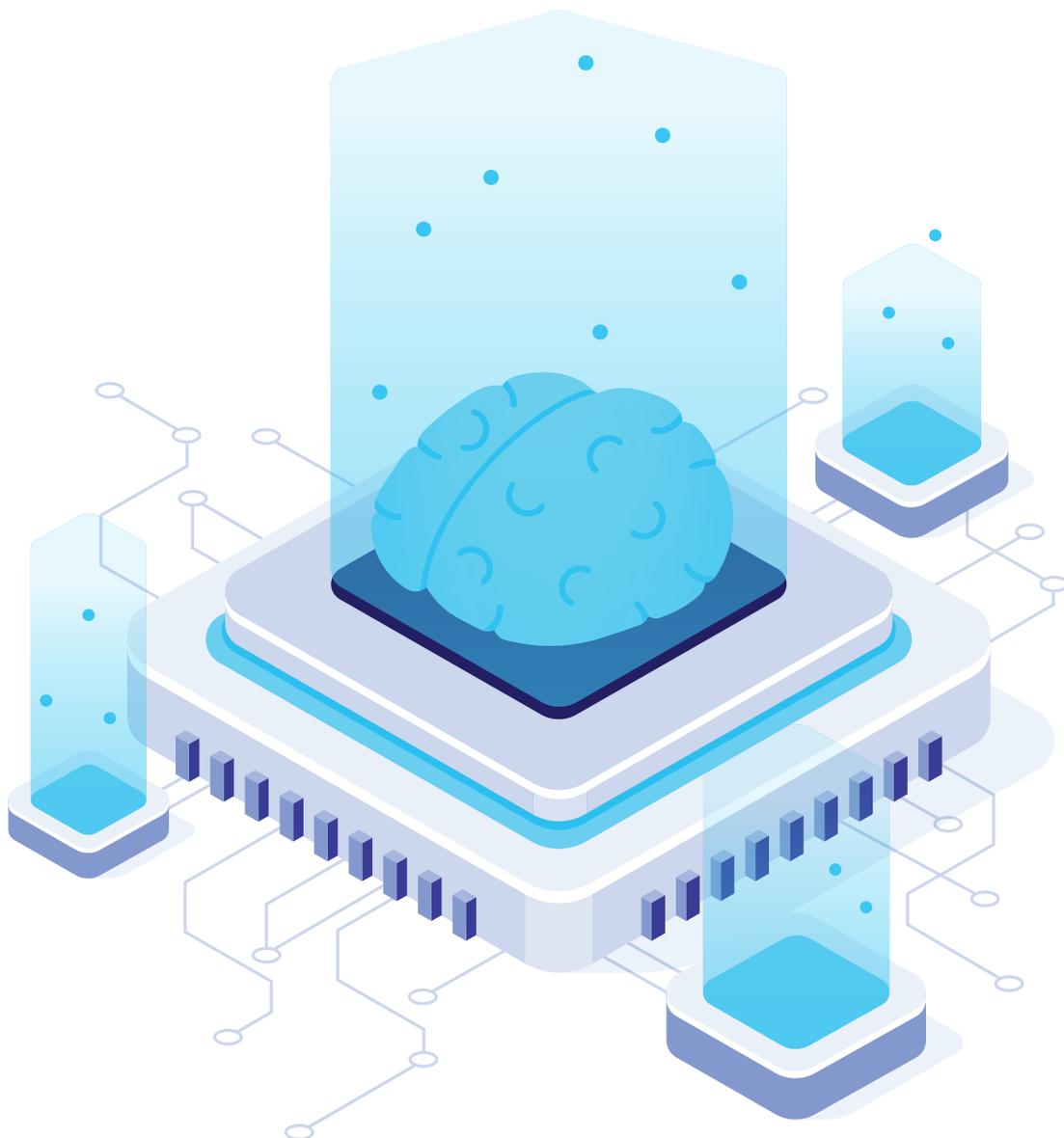
Mere generation of mammoth amount of Insurance data are definitely no good. It all depends on how useful the generated data is in terms of increasing customer base, revenue and business portfolio. AI/ML driven Insurance technologies help insurers derive the wholistic power of insights on customer behaviour, lifestyle patterns, etc. to more intricately customized individual product offerings and that too at the most optimal cost ever. For instance, motor vehicle insurers can assess individual drivers' risk from insights obtained from their medicine buying or prescription usage patterns. They can assess each individual driver as health conscious and careful or otherwise and eventually analyse their Insurance risk. The entire exercise is easily wielded through AI/ML driven tools by insurers today that create a positive cross-sales as well as accurate risk assessment capability for the organization.

Leveraging Ameex AI/ML Experience

Creating positive Insurance business and social impacts through AI/ML



The key to positive digital transformation especially in terms of AI/ML driven implementations in Enterprises is definitely through short-term, purposeful Use Cases for specific business scenarios and iterating them eventually after their success.



1. Disrupting marketing, sales and distribution value chain!!!

- Customer Retention
 - Predict customer behaviour pre-emptively
 - Proactively implement churn in methodologies
 - Establish positive Customer retention
- Scoring system for prospects (lead scores):
 - Identify and score up high worth Customers and prospects
 - Establish new scoring patterns to propel new leads
- Greater impetus for cross-selling as well as up-selling:
 - Plan and construct a suitable, customized AI/ML driven up-selling and cross-selling Analytics engine
- Bringing in optimization and value to marketing costs and ventures:
 - Establish connective co-ordination between various AI/ML and analytics apps such as customer score margining, predictive tools, and other customer related tools
- Optimizing Agents:
 - Establish precise connectivity and co-ordination between Agents and Leads

Ameex BI dashboard for understanding effectiveness of campaigns

A Business Intelligence dashboard was developed by Ameex for a liability Insurance and risk management service provider. Leveraging on ETL, schedule data transformation processing to data warehouse, Ameex had created a BI dashboard that is highly effectively providing wholistic view of the client's business.

[Click here](#) to know more about Ameex's BI dashboard solution.

2. Perfectly configuring Insurance pricing models and Underwriting

- Person-to-person risk analysis:
 - Focus on uniqueness and preferences of individuals
 - Tools based risk assigning based on the results of individual uniqueness and preferences
- For Underwriting purposes
 - As much as possible, reduce manual following up processes such as intrusive medical checks that may disturb customers
 - Leverage AI/ML to establish and deploy synthesis patterns based on self-reporting by individuals
- On-board new customers and information from other third-parties
 - Deploy data source prioritization techniques based on their price and availability
 - Augment effectiveness of Underwriting processes

Ameex Underwriting solution for improved campaign strategy

Ameex Underwriting solution extracts and stores data in a structured manner for building a score generation model. Ameex's solution gives a rationale for the score, which helps the client in better assessing the risk of default of a policy holder. The solution also gives the flexibility to run wellness campaigns targeting appropriate groups of customers.

[Click here](#) to know more about Ameex's Underwriting solution

3. Claims Processing

- Automating Claims processes
 - Establish Severity modelling technique when only partial or initial data is available
- Mobilize Claims process
 - Leverage historical customer patterns, scores and values to better mobilize individual claims
- AI/ML for seamless fraud handling
 - Spot discrepancies between claimed damages and actuals
- Subrogation potential
 - Spotting uncollected claims for third-party involved engagements

Ameex ML based risk assessment solution for drastic loss reduction

Ameex has developed a ML based risk assessment solution for drastically reducing losses while assessing credits. Ameex's smart credit assessment model can parse huge volumes of data in truncated timelines, dynamically altering risk profiles as per real-time data. The solution generates insights for loan applications and minimize risks for decision-making process.

[Click here](#) to know more about Ameex's ML based risk assessment solution

4. Establishing partnerships to create digital ecosystems

- Partner with suitable vendors for connected device networks establishments:
 - Deploy AI/ML based telematics systems for accurate pricing and risk assessment
- Augmented CX and services by cross-selling partnered services:
 - Partner with allied services to provide value additions to customers. For example, extend tour packages for travel Insurance customers
 - Increase customer touch points

Ameex website personalization for increased website traffic

Ameex website personalization solutions are intended to provide engaging personalized digital experience to the core audience of Advisor's website. By migrating from Drupal 7 to the Drupal 8 version, Ameex technocrats revamped the website based on component-based architecture which enabled the marketing team build pages easily. Acquia lift 4 (Rule-based personalization) was used to group the users into 5 categories (Unknown, Unengaged, Prospects, Producers, Sales) wherein each group had a different set of content to be showcased. The resultant was a tremendous reduction of time consumed for website building, drastic increase of website visitors/traffic, sessions, and an overwhelmingly reduced bounce rate.

[Click here](#) to know more about Ameex's website personalization solution:

5. An openness for novel products and business lines

- Be open to novel Insurance business ideas leveraging AI/ML:
 - For example, promote gig economy product lines such as Call taxi service insurance (Uber etc.), rented accommodation services (AirBnb etc.)
- Find newer long-term goal markets
 - For instance, use AI/ML to find products that can cater to individual requirements and assets
- Conceive Parametric Insurance products, nullifying Claims processes and public data based Claims processing

Ameex novel platforms for unbelievable site performance & customer engagements

Ameex delivered one of the best of innovative platforms that today's technology can offer for one of its client.

The platform has enabled the client to:

- Conducting existing Site Audit and creating a POV and POC
- Having an experienced and talented team in the digital delivery
- Strengthening the foundation by increasing site performance by 190%
- Customer engagement increased by 40% through mobile apps
- Customer journey orchestration with CMS at the core across the web, mobile app, deep integration and e-commerce, content and commerce-driven personalization, chatbots, AI, and IoT
- Developing a vision for customer digital roadmap and implementing outcome-based delivery models
- Successful deployment of a Global Digital content delivery platform
- Localization of the Global platform across the world offices of the client in more than 15+ locations, thereby reducing time to market by 90%
- Localization at 5% of the initial project development cost was made possible.

[Click here](#) to know more about Ameex's innovative platform build



Conclusion

The global scenario with respect to Insurance along with its supporting and ancillary Enterprises are at a highly crucial digital turning point. Experts and technocrats can often be seen emphasising on the AI/ML implementations bound to revolutionize every aspect of Insurance over the coming decade. AI/ML technologies will not be restricted to Insurance marketing, sales or the distribution value chain alone. It is bound to bring forth revolutionary digital transformations in Insurance pricing, Underwriting, Claims Processing, Customer Experiences as well as the way products are being delivered. AI/ML is predicted to become the very core of every operating model deployed by Insurance Enterprises. Today's Insurance Enterprises can leverage on AI/ML's advantageous factors by consolidating on their computing power, skilled manpower, and data sets for the best ever business, revenue outcomes and most importantly, enhanced customer satisfaction.

About Ameex

Ameex Technologies is a digital transformation partner with our focus areas spread across digital transformation value chain:

- Content & Commerce Solution
- Digital Marketing as a Service (DMaaS)
- AI Solution
- Data Analytic

As digital footprint grows exponentially, your digital platform needs the agility, scalability and cost efficiency to deliver exceptional customer experience across channels – resulting in greater engagement, increased conversions and higher-impact marketing. Ameex Technologies has experience of delivering 300+ CMS & eCommerce solutions to clients across industries and markets.

We offer end-to-end digital marketing solutions to our clients across industry verticals like Banking & Insurance, Life Sciences, Retail and guide them through their marketing journey using our in-house program, DMaaS (Digital Marketing as a Service).

Our Analytics services include Data Sciences, Data Engineering, Data Visualizations and Advanced Analytics. The focus is on data-driven decision making and apt usage of data can help organizations save costs and increase revenue. We have worked with Fortune-500 clients across a broad range of industries to achieve their business objectives with the help of our expertise in data science.

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