

# Insight: Potential applications of artificial intelligence in the insurance industry

## Sales & Marketing

Predictive lead or opportunity scoring to evaluate leads and their likelihood of conversion



Hyper-personalization through automated data analysis



Developing personalized marketing promotions for various channels



## Customer service

Companion function for answering customer, agency, or broker inquiries



Assigning contact persons and preparing suggested replies for email inquiries

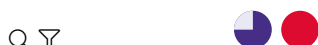


Automated (dark) processing of data and creation of documents



## Performance management

Automated processing of damage reports



Automated categorization and prioritization of claims



Early automated fraud detection for fraud prevention



## Underwriting

Identification of risk profiles and improved forecasting of individual and general risks



Creation of optimized individual prices and conditions



## Product management

Product design optimized for customer needs based on customer and market data



Identification of profitability drivers through analysis and identification of correlations between individual contract terms



## Compliance / Risk Management / Finance

**Compliance:**  
Automated Horizon Screening



**Risk:**  
Money laundering or sanction screening



**Finances:**  
Automated in-depth analysis of financial transactions (e.g., service provider)



● Impact  
● Effort

🗣️ Information interpretation and pattern recognition

📄 Information summary

🔍 Information search

💬 Dialog-based interaction

💡 Generation of ideas and content