

Use AI to Improve the UW process to enhance risk assessment and increase sales

Applicants expect streamlined experiences when it comes to online interactions with companies, and this is also true for underwriting. We believe AI is a key enabler to significantly change the experience for both the interview and the manual underwriting.

Cross sell & upsell

Given the current competitive margins in the L&H insurance market, having intelligent means to increase the average sales amount is key. To cater to this need, Swiss Re has created advanced AI models that work in a similar fashion to leading ecommerce recommendations by leveraging Frequently bought together and Recommended for you concepts. As a result, clients are enabled to easily include cover upsells and the most likely product cross sells at the end of the interview to capitalize on the sales momentum.

Anomaly detection

Having the ability to spot anomalies has been acknowledged as essential by clients, both to be able to take advantage of emerging opportunities, but also to notice potential fraud. To cater to this need Swiss Re has created an AI model that makes it easy to see when disclosures or agent behaviour outliers occur, allows clients drill down to investigate the insight and take timely action if needed.

Save 3rd party data costs

While third party data is becoming a key pillar in Underwriting, it can also generate significant costs to insurers if left unchecked.

To help on this topic, Swiss Re introduced a model that helps clients request 3rd party data intelligently. More specifically, when the model identifies the likelihood that the case will be declined it allows clients to skip fetching external data and save the corresponding costs.

Predict the final UW decision

Historically, rules-based systems have helped insurers automate underwriting decisions by leveraging deterministic evidence-based algorithms. This approach while sound left a gap when it comes to triaging and prioritizing the work of underwriters to focus on the most likely cases that will be accepted, even if their outcome cannot be fully known in advance.

Through the AI model that predicts the UW decision, Swiss Re enables clients to spend time where it matters most and efficiently deal with high workloads even in times of peak demand.

Predict the likelihood to buy

We know from our clients that being able to tell good risks from bad risks is essential to their business. Still, our goal is to help clients win business and introducing a model that predicts the likelihood to buy was a must. This model learns over time

what applications are likely to convert and makes the information available conveniently to our clients.

Key Points

- Cross-selling and upselling is best done at the point of sale when the customer is ready to buy
- Anomalies can be either issues or untapped opportunities
- Using 3rd party data intelligently can make a real difference for the bottom line

“Where we can use machine learning to simplify and speed up underwriting we can really help our clients drive efficiency and effectiveness.”

Joe MacDermott, Global Head of
Magnum Solution Delivery