Rethinking insurance

Cognitive computing transforms organizations

Improved customer engagement

- **Understand** customer wants and needs
- **Empower** advisors by augmenting insurance expertise
- **Interact** in natural language and on customer's terms

Actionable insights

- **Facilitate** new products and services
- **Enable** sophisticated pattern recognition
- **Leverage** untapped data sources

Enterprise transformation

- **Extract** best practices and improve guidelines
- **Automate** knowledge-based insurance processes
- **Manage** regulatory environment

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