

Solving the customer relevance riddle

How AI-derived insights can help insurers deliver what customers really want.

How can insurers stay relevant in a connected future?

By cultivating a data-oriented mindset

Top traits of data leaders:

1. Data architecture is highly consistent

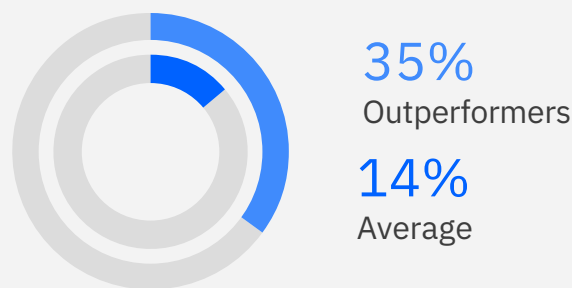
2. Data integration processes are standardized and reusable

3. People, processes and technologies for compliance issues are prioritized

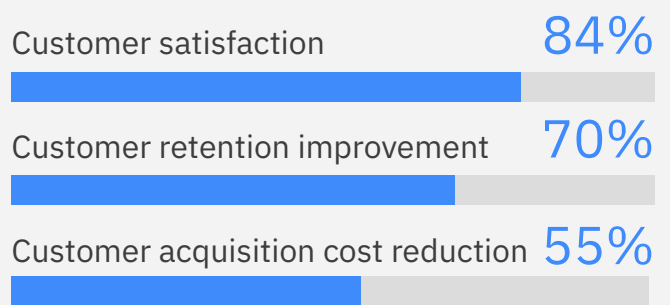
On their way to becoming Cognitive Insurers, outperforming carriers are investing in AI...

...with a focus on the top line.

AI in pilot stage or beyond



Top three value drivers of AI



How are you utilizing data and technology to increase customer relevance?

To learn more, visit: ibm.co/coginsurer