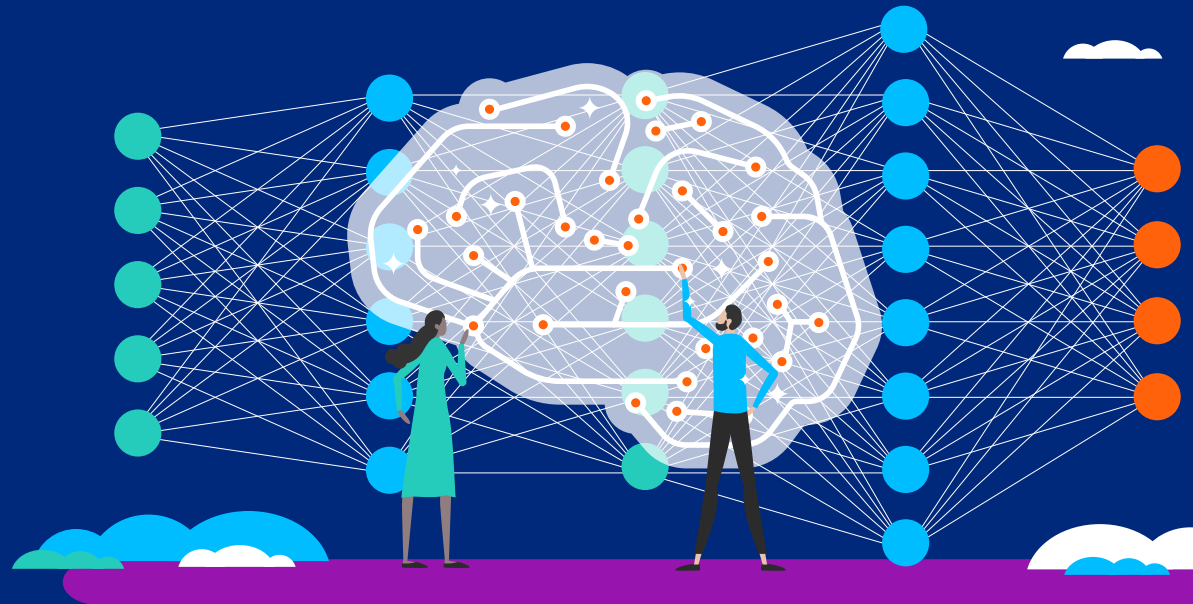# SAPIENS

Pardon This AI Disruption. Customers Ahead.

How AI accelerates the customer experience

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Head of NA Customer Success

1. From Customer-Centric to Hyper-Personalization

37% of policyholders are willing to share personal health-related data for the purpose of risk control and prevention services.

70% would consider sharing wearable data if offered a financial incentive.

With policyholders more open to sharing personal data in exchange for services, AI becomes a substantial player. AI enhances customer-centricity with hyper-personalization of customer engagement.

2. From a Bureaucratic **to a Seamless Process**

Consumers expect immediacy in every interaction, purchase or engagement.

AI meets consumer demands and delivers effortless immediacy based on individual needs elevates the consumer's journey.

Accurately matching immediate, precise offers and engagement methods with the customer's needs with a single click will also create a new consumer mindset and experience.

3. From Vagueness **to Certainty**

Most consumers have only the vaguest idea what their insurance policy actually covers and under what conditions.

Insurance policies should mirror our lives, health conditions, lifestyle, property, business, children, and even pets.

AI brings certainty to consumers and insurers through constant data analysis of each consumer, including changes in behavior patterns, life status, health condition, property etc., and automatically suggesting relevant policy changes and updates.

4. From Chaos **to Coherence**

AI covers consumer-service provider data loopholes and gaps to create a coherent, chronological consumer story that can easily be picked up by the insurer at every touch point and swiftly direct the consumer to the next phase of the process.

In addition, AI creates an additional layer of reliability and speed for straight-through processing (STP), leading to greater efficiency as well as convenience.

5. From Missed Opportunity to Contact at Every Touchpoint
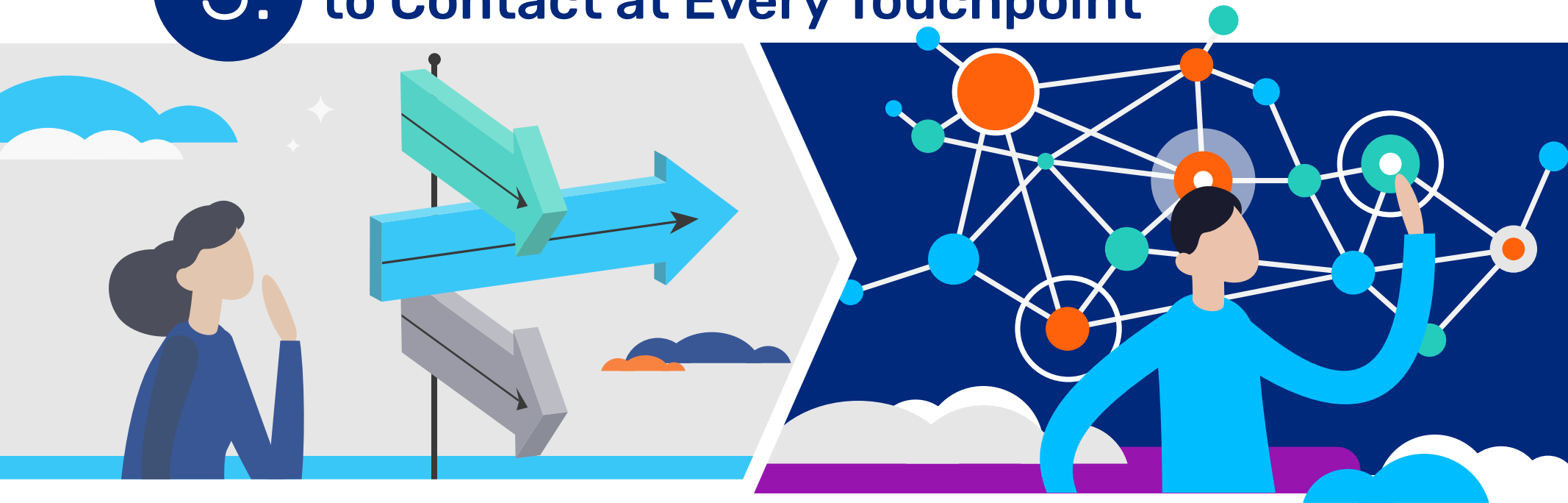
AI-based chatbots provide customers with immediate engagement at first contact.

AI can convert customers' data and behavior from social media, electronic health records, telemetry devices, and genome websites into actionable insights, optimizing every touchpoint.

6. From Data **to Insights**

Human capacity will never match the data volume generated by our devices.

Human error significantly affects bottom line results.

AI gathers data, analyzes it, and generates insightful and actionable insights in minutes. Vast volumes of data can be leveraged by AI to glean insights into risk, fraud, and verification of authorized users. The potential savings and benefits for insurers and consumers can hardly be overstated.

7. From a Passive Insurance Organization to an Active Companion
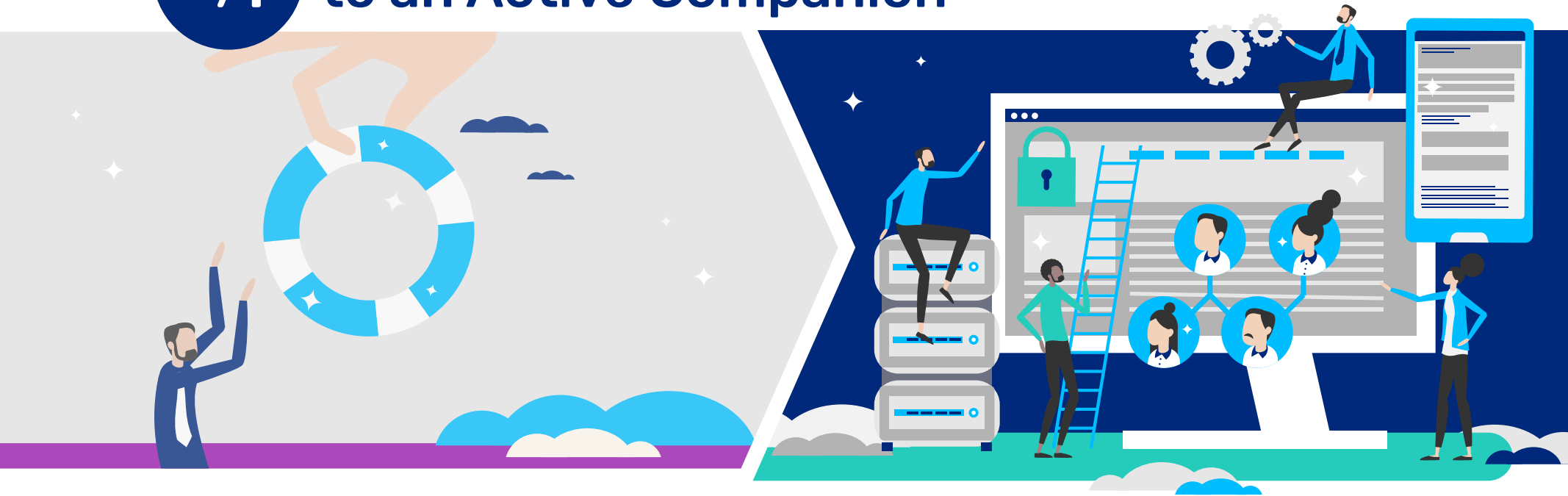
With AI, insurers can obtain data live from the scene of the incident. AI deciphers, analyzes, and leverages the data for actionable insights, presentation of relevant offers to consumers, calculation of risks, and ability to meet consumers at every touchpoint and seamlessly take them to the relevant next phase of the process.

All this converts the insurance organization from a passive mode to an active mode where **no consumer is left behind**.

Summary

60% of the world's population is online, and less than 3% of consumer data collected is analyzed and leveraged for actionable insights.

The insurance consumers of today and tomorrow expect nothing less than instant response.

To stay ahead of the game, insurtech platforms must integrate AI either internally or via APIs that enable AI integration.

It is with this in mind that Sapiens develops insurtech platforms to power insurance forward, enabling insurers to successfully change and adapt, to thrive through the transformation of our time.

About Sapiens

Sapiens empowers insurers and financial markets with digital software solutions and services. Backed by four decades of industry expertise and more then 600 global customers, Sapiens has a proven ability to satisfy customers' core, data and digital requirements.
For more information: **sapiens.com**.

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