

AI ENABLES ACCURATE CUSTOMER INSIGHTS FOR SWISS HEALTH INSURER

Industry:
Insurance

Country:
Switzerland

Capgemini Invent partnered with a Swiss health insurance provider to develop and scale an AI model for customer lifetime value analysis and targeting

THE SITUATION



A Swiss insurance company specializes in health insurance with a widespread network of locations throughout Switzerland



As is typical in the health insurance industry, customer insights allow insurance policies to be adjusted in the most efficient way

THE CHALLENGE



The health insurer wanted to improve their decision-making in customer targeting and policy management



Extensive data was available about customers, but there was no consistent definition of customer value or a corresponding analytical engine

Capgemini Invent proposed the application of AI technology to standardize the process



THE SOLUTION

The project team created a common understanding of customer lifetime value, taking into consideration a range of quantitative and qualitative data:



- Customer age
- Gender
- Place of residence
- Past service
- Product usage
- Customer satisfaction

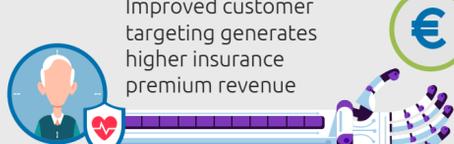


Capgemini Invent integrated the AI model into backend systems and customized user frontends



An AI model capable of assessing the customer lifetime value based on these personal factors was established

THE BENEFITS



Improved customer targeting generates higher insurance premium revenue



Increased transparency in customer analytics and contact



Personalized product offerings improve customer satisfaction

Optimized customer retention rate and thus higher lifetime value per customer



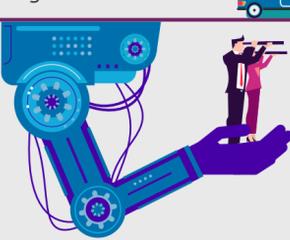
THE FUTURE



The first step towards AI technology has resulted in further use cases across the company such as upselling campaigns and complaint management



Capgemini Invent and the client are currently developing a recommendation engine for selecting the right hospital for patient treatment



Together they will continue to explore even greater opportunities for leveraging AI technology

THE COLLABORATIVE APPROACH

Capgemini Invent applied several methods from the **"Scaling AI toolbox"**, part of its **AI offerings**, to ensure the best possible outcome for the client:



Agile workflow and incremental solution development with frequent feedback loops and A/B testing

Parallel change management and knowledge transfer accompany AI frontend integration



Open communication culture supported by mockups and other advanced visualization tools

Integration of all relevant stakeholders from business, IT and management to ensure buy-in



For more information on this project, please contact Dr. Sebastian Olbrich: sebastian.olbrich@capgemini.com

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