

DATA DRIVEN INSURANCE (DDI)



WE PUT YOUR DATA INTO ACTION - GETTING GENAI READY!

You can only generate added value with the right data. We find particular advantages in the reuse of data in the areas of personalization and differentiation. The right data is therefore essential and valuable for your DDI journey.

The insurance industry is complex and diverse. Nowadays, insurance companies maintain relationships with numerous market participants and use various communication channels. Data is processed at all touchpoints in order to generate value for the company. Disorganized and unsystematic use doesn't bring any long-term benefits. Added value is created by providing data in the right form and handling it intelligently, the process is implemented according to a master plan and gradually expanded as required. This makes a telling contribution to:

- > Individual service provision and NPS
- > Development of customized personalized products
- > Possible individual risk assessment
- > Automation of claims settlement
- > Fraud detection and prevention
- > Loss minimization
- > And much more

The initial experience in the intelligent use of data shows its positive impact on the working environment of insurance companies on the one hand and its enormous potential on the other. This will shape the insurance industry in the coming years, changing it in the medium to long term.

QUESTIONS AND CHALLENGES ON THE TOPIC OF DATA

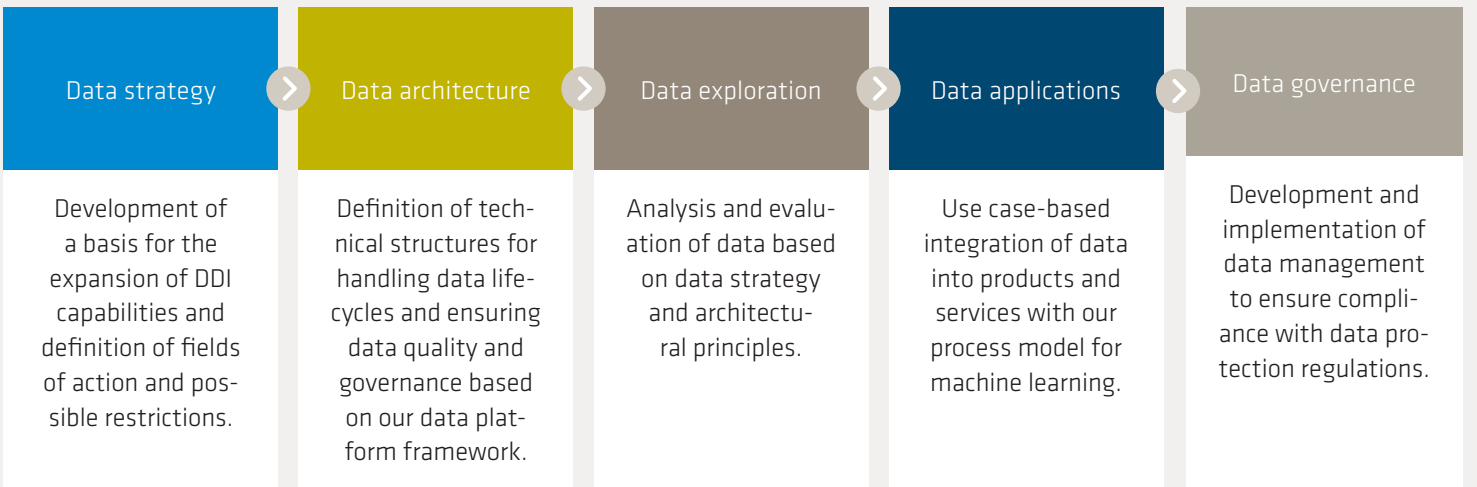


ADESSO DDI – FOR US, IT’S NO ELASTIC CONCEPT

Insurance and data expertise is firmly anchored in adesso’s DNA. Supported by our technical strength and “data-first” mindset, we’ve developed adesso DDI in response to today’s challenges – to guide our customers on their journey to becoming data-driven companies. DDI is based on strategic goals with a focus on data. The result of the measures taken to achieve such goals enables objective and well-founded decisions to be made by the insurer – efficiently and with added value. By optimizing processes and focusing on data-based customer analyses as well as the tailor-made products derived from them, insurance companies can significantly improve customer orientation and exploit their growth potential.

IMPLEMENTING DDI - FROM STRATEGY TO APPLICATION

adesso has a comprehensive portfolio of service modules that support customers on their journey to becoming data-driven insurance companies, regardless of how far along they are in the process.



START YOUR DATA JOURNEY WITH US NOW

adesso is your competent partner for strategy development and transformation on the way to becoming a data-driven insurance company. Our services range from highly secure on-site data platforms to GenAI-driven data applications. From the first PoC or specialist workshop through a pilot project to a company-wide initiative with consulting and implementation - we make your potential for data-driven insurance visible and put your data into action! We take a holistic view of the market, product, organization and data. Let’s take the next steps with our proven method and your interdisciplinary team. We’ll show you how to prepare your company for the future!

Do you have questions about our offer or would you like to know more about how we can support you in this context? Please feel free to contact us.

adesso Schweiz
 Vulkanstrasse 106
 8048 Zürich
 T +41 58 520 97 00
 marketing@adesso.ch
 www.adesso.ch

