

Modernized Underwriting Platform on Azure

Drive insurance innovation and customer experience with AI and automation



Current Situation

The risk in terms of Insurance can be defined as "the probability of something baleful or unforeseen can happen". The entire insurance business is divided into risk assessment & risk sharing. Underwriting being the heart and soul, offers more control over risk assessment part of the business. However, the ongoing approach of underwriting an application fails to make use of new sources of data, hence preventing the organization to adopt a data driven business approach and also leaves underwriters in a dilemma to make a decision without complete information or manually ask for additional information. Also, most of the data received is unstructured, residing in the form of emails, PDFs, forms, and images, resulting in low data gravity and time-consuming manual application validation processes. Lastly, the greying underwriting workforce threatens to leave organizations with a major skill gap.

Modernizing the Manual Underwriting Process

Insurers need to focus on digitally enabled, data-augmented, life-product purchasing journeys to stay relevant. On the surface it appears that underwriting has been updated with cutting-edge data driven capabilities but still there is a call for a powerful centralized platform capable of giving a 360-degree view of risk profile comprising of suggestions from AI based recommendation engine, insights from book of business and embedded underwriting rules. There is a demand for efficient evidence processing framework based on standardized data architecture to intake and process data. The dynamic nature of risk is forcing insurers to capitalize on data from social media & fitness wearables for prolonged monitoring of risk parameters. Lastly, MS Teams, Outlook & AI based Bot Solutions should be integrated for easy interaction with stakeholders and platform should also perform policy administration tasks once decisions are taken.

Insurance market leaders are either replacing or modernizing their legacy core platforms with next-gen SaaS platforms that are Cloud, Digital, API, Microservices, and AI/ML-enabled, reflecting a major technology shift. The traditional underwriting approach has a number of constraints which are being addressed by the advancements in technologies. The notable areas of underwriting innovations are in the areas of innovative pricing strategies, analytics and insights, information gathering and processing from internal as well as external data sources and implementing AI/ML based models to drive informed and standard underwriting decisions.

Benefits



360 Degree Risk View

Interactive risk dashboard providing the ability to unify and enrich data, integrate internal and external data sources, identify relationships, create risk segments, compare risk profiles and drive standard underwriting decisions.



Personalized Products

Prolonged monitoring of risk trends using streaming data from fitness wearables over a period of time to enable dynamic pricing and personalized product capabilities.



Data Centricity

A common data layer based on modern data services and Common Data Model (CDM) framework enables standardized data ingestion, processing, storage, and rendering capabilities.



AI Powered Insights

Insight's engine enabling AI-driven risk segmentation, providing customer engagement insights, identifying non-disclosures, and enriching customer risk profiles, among others.

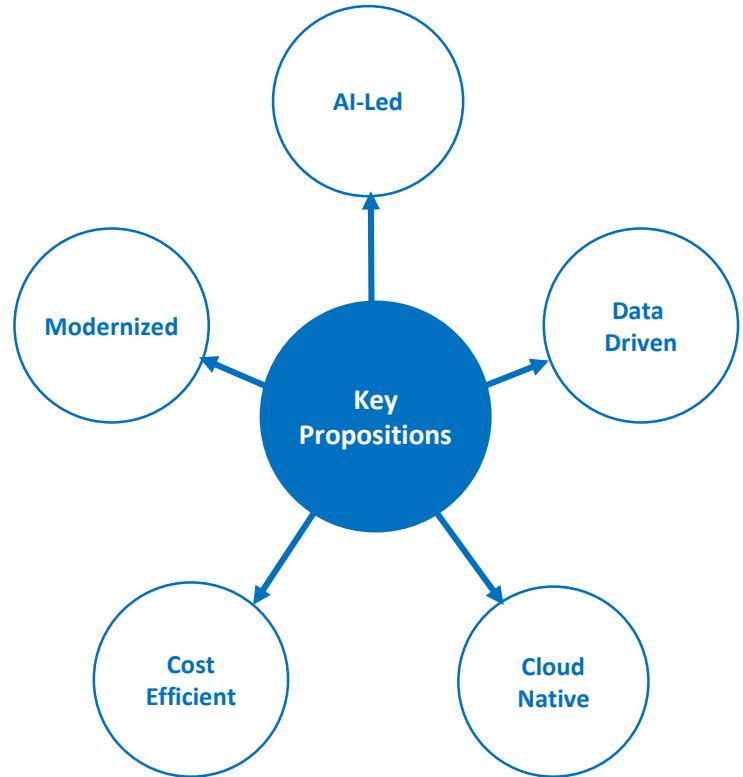
How TCS Underwriting Solution will transform the world of Underwriters

Challenges

- Enterprises that take the traditional approach to underwriting are grappling with the long-winded process due to the lack of integrated AI and data-driven, intelligent processing capabilities.
- Rules-driven approach limits automatic scaling, and underwriters need to get involved in every case leading to reduced straight-through processing.
- As there is no unified, single source of data, processing external and internal data for comprehensive view of risks becomes difficult. This results in fewer product and pricing innovations, and inability to keep up with constantly changing customer behavior and expectations in insurance underwriting.

TCS Solution

- TCS' Modernized Underwriting Platform on Azure offers an intelligent risk assessment platform that automates the traditional underwriting process by utilizing the AI and automation capabilities of Microsoft Azure.
- AI-based analytics brings the underwriting process closer to the point of sale, enabling agents to quote, submit, receive decisions, and issue policies, while improving the efficiency of the insurance value chain using straight-through processing.
- Its recommendation engine offers suggestions for medical examinations, risk classes, profile highlights and scores, probability of claims, and final decision of accepting or rejecting applications.



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Building on Belief

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