

## Accenture Technology Vision for Insurance 2017 Video AI Reshaping Insurance

Around the world, artificial intelligence is transforming people's lives and how we do business.

In fact, 75-percent of insurance executives agree – AI is about to dramatically reshape the industry.

Many insurers have already embraced AI. In claims and underwriting automated processes improve consistency, and efficiency.

But now, it's evolving - from intelligent automation in the back office, to virtual assistants on the customer frontline.

AI is becoming smarter and simpler to use. With touchscreen and voice command technology, interaction is easy and natural.

From high tech startups to well-established insurance giants, more and more insurers are using smart bot virtual assistants to give customers instant, personalized help – something consumers embrace.

74-percent of consumers say they'd be happy to get computer-generated insurance advice.

78-percent would take investment advice

from a virtual assistant.

Soon, customers may spend as much time, if not more, engaged with AI as with humans.

That's why 79-percent of insurance executives believe AI will revolutionize customer interaction, becoming the digital face of your brand.

Artificial intelligence is much more than a tool to boost back office operations.

AI offers new ways to improve service and the customer experience.

It's about becoming partners with your customers, to find the best solutions for them. It will define who you are, as well as your digital brand.

Success on the AI journey requires a partner that understands the user experience, has domain expertise, provides exceptional data analysis, innovative digital interface development, and leverages process knowledge in order to integrate core business functions with third party platforms, Accenture can help you get there.

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