



Cognitive Computing: a new tool for improved decision-making at la Mobilière

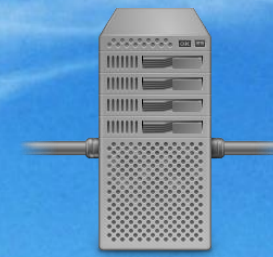
19th October 2017

Gundula Heinatz Bürki, La Mobilière, Switzerland

master data of entities like:

- customers > name, address
- contracts > type of contract, premiums
- payments > amount, preferences

and relations (e.g. costumers to contracts)



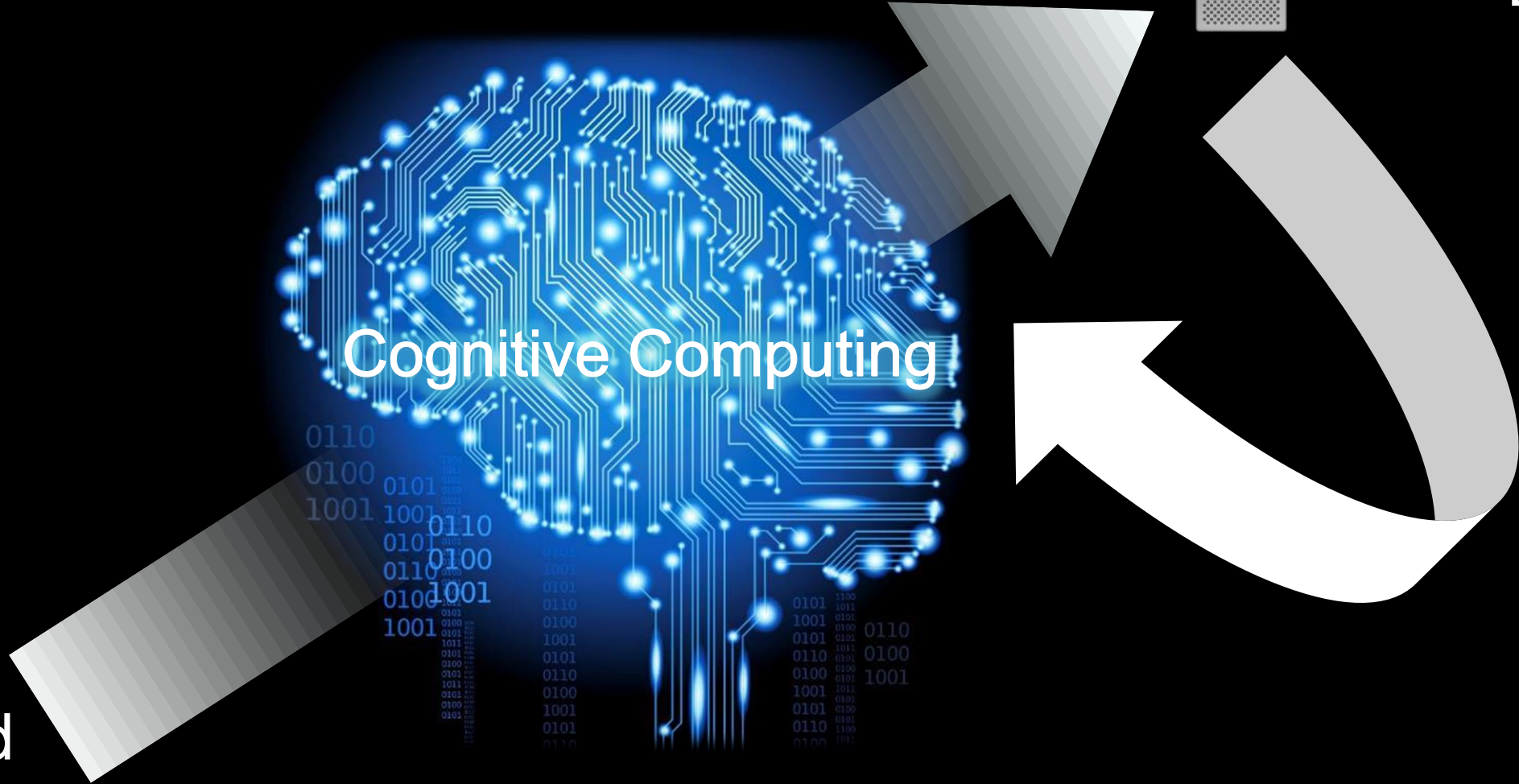
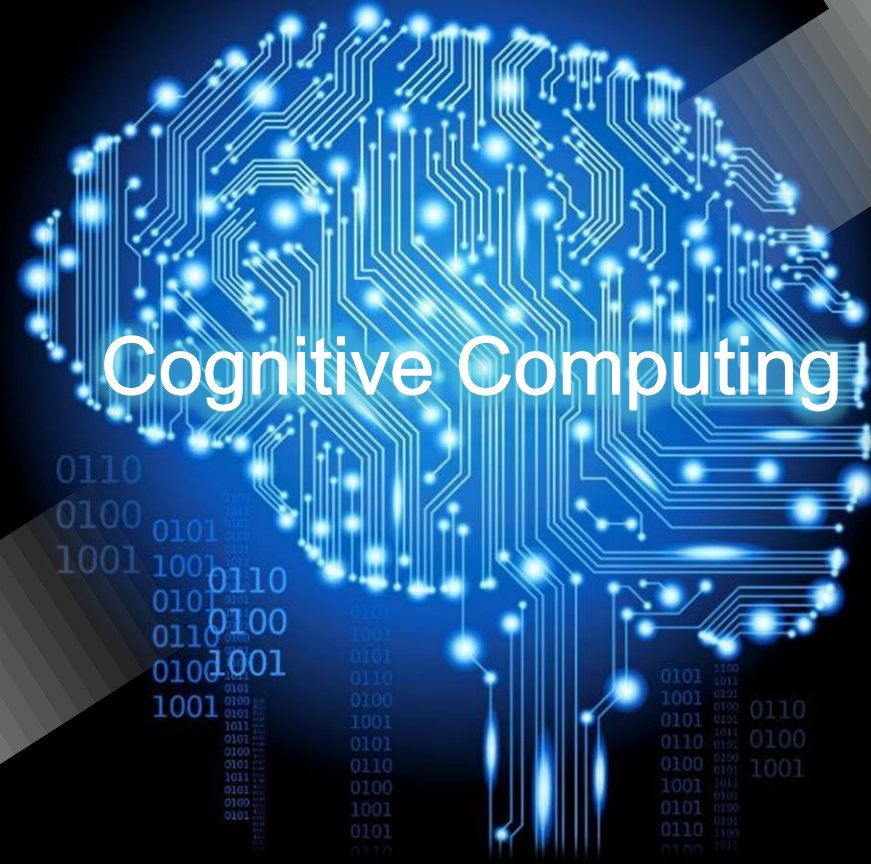
Structured
Data

Unstructured
Data



customer interactions (e.g. calls, emails)
claim descriptions (e.g. free text, images or
videos)
news
articles of law

Structured
Data



Unstructured
Data





**Data-Driven
Decision Making**

What is Cognitive Computing?

Domains of Cognitive Computing



Computer Vision



Natural Language Processing



Speech Recognition



Optimization



Robotics



Planning & Scheduling



Everyday examples



spam protection



voice assistant (e.g. Siri)



machine language translation



optical character recognition (OCR)



face recognition



object recognition on images



fraud detection

Cognitive Computing @ la Mobilière

IBM Watson Cognitive Expert Advisor for Underwriting SME

- **Business challenge:**
Risk assessment becomes more difficult as companies expand activities in non-traditional areas. At the same time, underwriters spend a significant amount of time responding to various low value added questions.
- **The Benefits:**
50% increase of efficiency
for underwriters to focus on more complex risk-related and client-oriented tasks.

Informed decisions

based on contextual relevant information and historical data (policies, best practices, etc.) allowing the underwriter to be consistent across agencies.

Provides insights

and all necessary information based on scattered data across different sources in a simple aggregated view.



Cognitive Expert Advisor for Underwriting SME

Risk-Code Matching & Risk-Like-This

die Mobiliar

Generelle Suche BA Code Suche Neukunden / Mobiliar-Kunden

A. Suter, Hotel-Restaurant Bären, Kiental

UID: CHE102352798

PLZ / Ort: 3723 Kiental

Mitarbeiteranzahl: unbekannt

Umsatz Mio: 0 - 1

Unternehmenszweck: Betrieb des Hotel-Restaurant Bären

Weitere Aktivitäten: Restaurant, bar, swimming pool

Neu Berechnen

BA Codes

Bestätigen des BA Codes

Filter: BA code
 Unternehmens-Zweck
 Deckungsrelevante Informationen
 Anz. MA
 Umsatz

Aehnliche Kunden: CHROM SERVICES Sàrl CHE105138474

BA Code	Ausgewählter BA Code	Prämiensatz Haftpflicht	Prämiensatz Sachversicherung	
7321.01	<input checked="" type="checkbox"/>	0.97	2.28	65%
7311.01	<input type="checkbox"/>	1.32	1.26	46%
7311.05	<input type="checkbox"/>	1.32	1.26	20%
3434.02	<input type="checkbox"/>	8.78	1.47	17%
7311.03	<input type="checkbox"/>	0.97	1.26	13%

BA code: 7321.01
 Strasse: chemin de Neyruz
 Hausnummer: 103
 PLZ / Ort: 1632 Riaz
 MITARBEITERZAHL VON: 4 - 9
 UMSATZ MIO VON: 0 - 1
 FIRMENZWECK: toutes activités de management, de conseils en gestion et en ressources humaines, l'organisation de manifestations et de séminaires, ainsi que l'exploitation d'entreprises hôtelières et para hôtelières. La société peut créer des succursales en Suisse ou à l'étranger, participer à d'autres entreprises ayant des buts identiques ou similaires, acquérir ou financer de telles

Risk-Code Matching

- Search and **use of the correct risk code**
- **Reduction of time-consuming tasks** allows for well-founded decision and consistency between underwriter and insurance premium calculations

Risk-Like-This

- Displays **similar customers and risk-like this** based on the risk code
- Allows for **comparisons** and well-founded decisions and consulting

Cognitive Expert Advisor for Underwriting SME

Relevant Documents

The screenshot displays the die Mobiliar website interface. At the top, there is a navigation bar with the logo 'die Mobiliar' on the left, a search bar containing 'Generelle Suche', and additional search options for 'BA Code Suche' and 'Neukunden / Mobiliar-Kunden'. Below the navigation bar, the page is divided into three main sections:

- Bacode Detail:** This section contains a sidebar on the left with a 'Dokumente' menu. The menu items include 'Allgemeine Dokumente', 'Underwriting Leitfaden / Checklisten', 'Verkaufsunterstützung', and 'Best Practices'. Under 'Best Practices', there are links for 'Fernsehen im Bst 0083 vesichert [AKTIV]' and 'Sach- und Gebäudeversicherung Sunft zum Mohren in Bern [INFO]'. Below the menu is a 'Besonderheiten' section with a text box containing 'Restaurant, bar, swimming pool' and an 'Analyze' button.
- Ba-Code Policen:** This section is titled 'Vertraege' and lists various companies with their logos: Zic Zac Gastro AG, DIB Group AG, Berner Badi Beizli GmbH, Unterbäch Alpin AG, Altes Tramdepot Brauerei Restaurant AG, Putz King, Kanet GmbH, Mille Sens Groupe AG, and 4B Gastronomie AG Badischer Bahnhof.
- Bausteinbeschreibungen:** This section has a search bar 'Suche nach Baustein' and a sorting option 'Sortiere nach BA-Code Angebot'. It displays a list of building block descriptions: AB0001 - Bewegliche Sachen und Kosten, AB0003 - Dritteigentum und Kosten, AB0015 - Kunst- und Wertgegenstände/Skulpturen, AB0020 - Ertragsausfall und Mehrkosten, and AB0025 - Verglasungen/Sanitäreinrichtungen. Below this list are links for 'Bausteine - Historische Produktausgaben' and 'Release-Informationen', which includes links for 'Historie Produktanpassungen - „Chronik“ der Produkterweiterungen (FIX)' and 'Aktuelle Release-Informationen -'.

Relevant Documents

- Display of **relevant documents from various sources in context** of a specific case.
 - Prioritized content of relevant components
 - Most important entries aka best practices of one subject area from the UW-Platform
 - Possible fact-sheets for supporting sales activities
- **Extraction** of individual special conditions as well as special conditions.

Summary and Lessons Learned

1. Start your cognitive journey now.

Think big, start small!

2. Address the fears of the employees.

„Will the robots take my job?“

3. New discussion topics are arising, like ethics or data volatility.

