

Generali Insurance Achieves Digital Service Upgrade with InsureMO AI

As one of the world's leading insurance and asset management providers, Generali has been committed to enhancing customer experience and business efficiency through innovative technologies. Recently, Generali's strategic partnership with InsureMO has achieved significant results in the AI field. By deploying the AskInsureMO intelligent assistant, Generali has successfully implemented an intelligent upgrade of its insurance services, providing strong technical support for its "Lifetime Partner" strategy.

Generali's Digital Transformation Challenges

As a global insurance company with operations in more than 50 countries and regions, Generali faces complex and changing market environments and growing customer demands. According to Generali's "Lifetime Partner 24: Driving Growth" strategy, the company needs to address several key challenges:

- How to provide more personalized, accurate, and competitive products and services globally
- How to accelerate the development and launch of new insurance products
- How to provide round-the-clock technical support to meet the needs of customers in different time zones
- How to ensure the transparency and explainability of AI systems, avoiding potential bias and discrimination

These challenges prompted Generali to seek smarter and more efficient technological solutions, ultimately choosing the InsureMO platform and its AI capabilities to support its "Trustworthy AI" initiative.

InsureMO AI: Generali's Intelligent Solution

Through its partnership with InsureMO, Generali introduced the AskInsureMO intelligent assistant based on InsureMO AI, providing intelligent support for its global technical and business teams. The core advantage of this solution lies in its powerful technical architecture—built on InsureMO AI's specialized insurance knowledge base, using Retrieval-Augmented Generation (RAG) technology, and connecting to AWS Bedrock Claude 3.5 large language model.

This advanced technological combination enables Generali to fully leverage InsureMO platform's rich insurance product knowledge, powerful insurance business APIs, and ecosystem APIs to quickly build and deploy insurance products that meet different market needs, perfectly aligning with Generali's S.A.F.E. methodology to ensure the safety, accuracy, fairness, and explainability of its algorithms.

Generali's Implementation Results

Since deploying the AskInsureMO intelligent assistant, Generali has achieved significant results in multiple business areas:

1. Dramatically Shortened Product Development Cycle

Generali's product development team uses AskInsureMO to obtain guidance on InsureMO API usage and code generation services, reducing the development cycle for new products from months to weeks.

2. Improved Global Technical Team Efficiency

Generali's global technical team has achieved standardized knowledge sharing and technical support through AskInsureMO. Whether developers are in Europe, Asia, or Latin America, they can receive consistent technical guidance and code examples, greatly reducing communication costs and learning curves. Statistics show that the problem-solving efficiency of the technical team has improved by approximately 75%.

3. Enhanced Business Flexibility

With the intelligent configuration services provided by AskInsureMO, Generali's business teams can more flexibly adjust insurance product pricing strategies and underwriting rules. This aligns with Generali's extensive application of AI, which has now deployed AI solutions in four areas: pricing, life/protection underwriting, claims management, and operational automation.

4. Improved Customer Service Quality

With the support of InsureMO AI, Generali provides higher quality technical services to its partners and customers. According to Generali's data, through AI automation, the company has automatically processed documents, settled claims, and interacted with customers through virtual assistants or AI (such as voice bots and chatbots).

Generali's User Experience

Generali's technical and business teams can use the AskInsureMO intelligent assistant through simple steps:

1. Log in to the InsureMO portal
2. One-click access to the AskInsureMO intelligent assistant
3. Enter specific questions or select relevant tags
4. Obtain precise technical guidance or code examples

Generali's Digital Transformation Lead states: "The AskInsureMO intelligent assistant is like a virtual technical consultant for our team, providing professional support anytime, anywhere. It not only helps us solve technical implementation issues but also significantly improves our development efficiency and code quality through code generation and review functions, perfectly aligning with our 'Trustworthy AI' initiative."

Business Value of Innovative Collaboration

The AI innovation partnership between Generali and InsureMO has brought significant business value to both parties:

- **Accelerated Market Response:** Generali can respond more quickly to market changes and launch innovative products
- **Reduced Operating Costs:** Automated technical support reduces human resource investment
- **Improved Service Quality:** Provides consistent, efficient technical services to global customers
- **Enhanced Competitive Advantage:** Technological innovation provides Generali with a differentiated advantage in the competitive insurance market

Future Outlook

Based on the current successful collaboration, Generali plans to further expand the application of InsureMO AI in its business. This aligns with Generali's recently announced research collaboration with MIT's Laboratory for Information and Decision Systems (LIDS), which aims to study how artificial intelligence can provide competitive advantages for the insurance industry.

Generali Group General Manager Marco Sesana states: "Artificial intelligence will continue to play an increasingly important role in our industry in the coming years. Through ongoing collaboration with InsureMO, we will be able to capture this potential and explore applications that may strengthen AI integration. We believe that by continuously deepening our partnership with InsureMO, Generali will be able to maintain a leading position in insurance technology innovation and provide smarter, more convenient insurance services to global customers."

Through its strategic partnership with InsureMO, Generali has successfully achieved a win-win situation of technological innovation and business growth, setting an example for the intelligent transformation of the insurance industry, and further consolidating its commitment as a "Lifetime Partner" to create greater value for customers through innovative and personalized solutions, first-class customer experience, and digital global distribution capabilities.