



Greater Than

eGUIDE

Insurance customer journey - how to improve it

Introduction

The insurance industry is midway through a seismic operational shift. While machines have provided insurers and their clients with assistance for decades, their role was typically restricted to fetching/presenting information and processing claims and payments. The actual decision-making has always been left to humans. That is all set to change, thanks to advances in machine learning.

Data has always been crucial for the insurance industry. But adding artificial intelligence (AI) into the mix provides an accurate understanding and pricing of a customer's future risk and claim costs.

Algorithms can now assess risk in ways that humans can't and according to criteria that humans aren't even aware of. Insurers are increasingly looking for the latest AI developments to improve service efficiency, boost sales and cut costs. AI is likely to affect the entire insurance value chain from predicting claims values, detecting fraud in real-time, and anticipating customer needs.

It's impossible to know exactly where this technology might ultimately take us. It may become common in decades to see every vehicle on the road steered by perfectly efficient and safe machine drivers while sharing information in a vast distributed network. Driver error might even become a thing of the past.

Fortunately, we don't need to wait for decades to see profound AI-powered change in the insurance industry because that change is already here. The customer journey is already changing within the global insurance industry. Let's look at how you can improve it thanks to the latest developments in AI.



Predictive data streams

- AI risk insights

When it comes to insurance, the most useful kind of data is the predictive kind. This type of data allows businesses to grasp the assumed level of risk. Historically, insurers have estimated risk levels based on a careful analysis of past events. Today, however, it's possible to monitor risk in real-time, using ever-larger datasets.

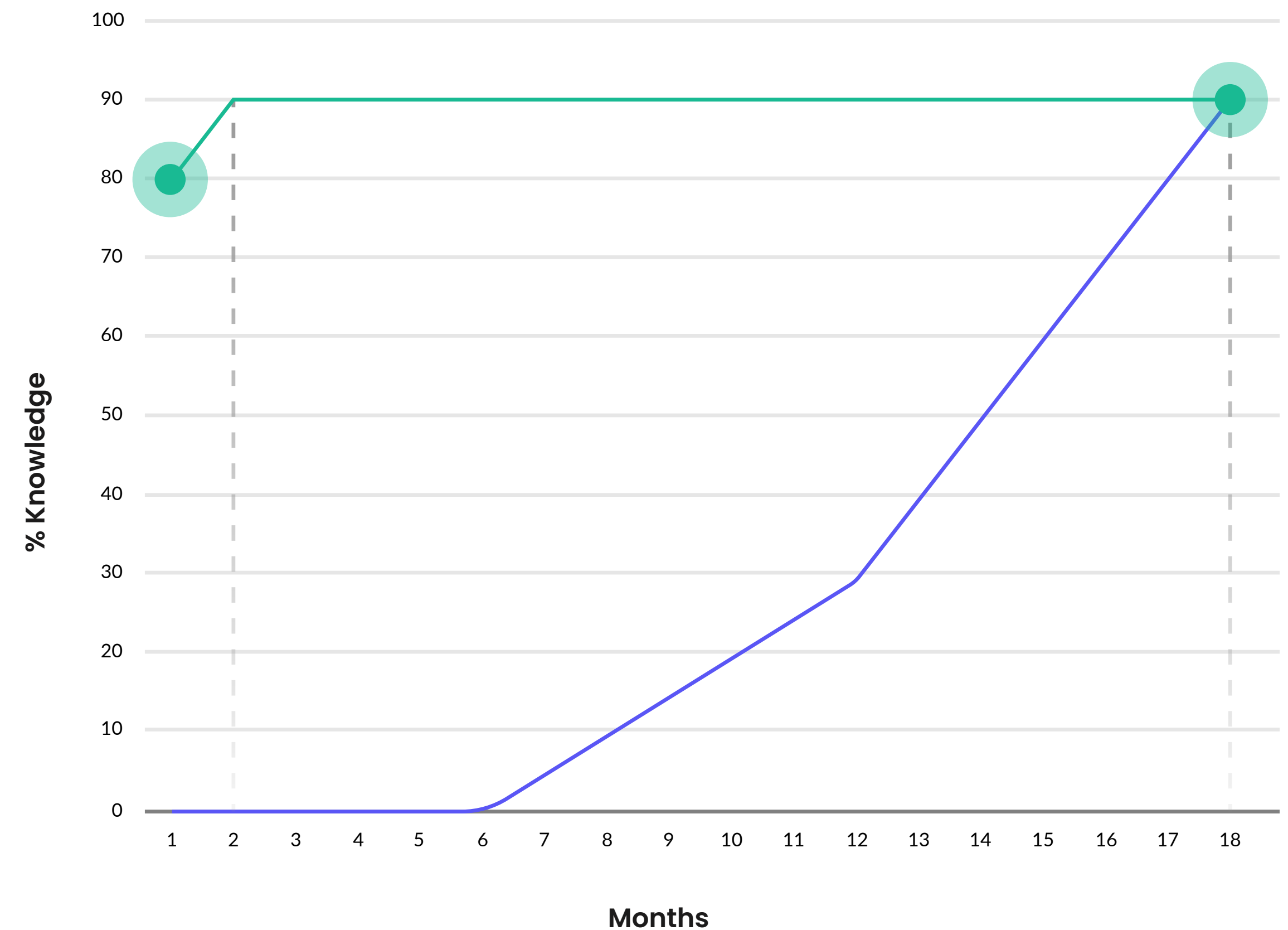
One of the major advantages of AI analysis is that insurers receive a concrete overview of what their future claims costs will look like, before they've actually made a claim. This provides a 12 to 18-month lead compared with other risk calculation models.

12-18 month lead compared with other risk calculation models.

Greater Than's AI provides a time advantage of approximately 18 months when compared with the traditional method of calculating future risk based on an existing data set. That's because our database contains the unique, unbiased 'DNA' of more than seven billion different ways of driving a vehicle, all boiled down to 15 categories, where each tier represents a crash probability per individual driver. This granularity and peek into the future is a vast competitive advantage to help to avoid crashes and reduce costs.

Our AI provides a time advantage over current risk models

- AI speed of loss cost knowledge for an individual
- Current speed of loss cost knowledge for a pool





How does machine learning work?

When our founders started the company in 2004, they did so in response to what they perceived as a lack of efficiency in existing methods of AI-powered risk-assessment. A sudden braking maneuver might correlate with a crash, but in many situations it can also save lives. Our solution has taken driver assessment to the next level by examining all the circumstances surrounding a given situation, thereby gleaning a complete view of the risk in real time.

It's now possible to get this insight solely from the GPS data of a driver, via for example apps, dash cams, telematics or any other similar systems. By monitoring crash probability and energy consumption you can gain a 360-degree view of future loss ratio, as well as the reduction of CO2 emissions.



"The core of the business is our data analysis done by Artificial Intelligence. Our AI is based on a Machine Learning system trained on real vehicle data and pattern recognition.

To date, it has identified over 7 billion different ways to drive a car. These patterns, along with crash statistics, allow us to identify the risk of a traffic crash occurring.

The data analysis is of great help to everyone in mobility who wants to reduce the number of traffic crashes, put fair prices on risk, and better understand the individual customer. With drivers connected to our AI, our customers get full real-time insight into their entire portfolio of vehicles, down to the individual level. We can see who is likeliest to cause a crash, and at what cost — and above all, we can reduce costs for the majority of drivers who are at lower risk of causing problems."

Greater Than CEO, Liselott Johansson

What data do algorithms use?

Greater Than's algorithms are trained to identify, correlate and build patterns based on several different data points, such as speed, energy consumption and geographical position. Capacity in our AI is now such that the algorithms only need GPS data to perform a complete analysis. In parallel with the risk analysis, our AI is continuously trained with new damage data, level of saved CO2 emissions, and fuel consumption, which further sharpens the algorithms and makes it possible to obtain even more accurate analysis in the broader spectrum.

Our methods are extremely cost effective and make us extremely competitive. When we work out the result, and compare our customers' achieved savings, the whole calculation makes for very pleasant reading. Our AI has been analyzing driving data since 2004 to identify real-time driving patterns and its correlation to crashes and CO2 emissions. The AI can identify and alert risk levels while considering small changes in driving behavior to consider anticipated crashes and energy consumption.





Customer-centric approach

It's not the tech that's driving the change, but the individuals who are demanding customer centric offerings. While this innovative new technology improves the quality of risk assessment, it also boosts customer retention by providing more of a personalized approach to motor insurance. Customers can access insurance that gives them individual, usage-based premiums calculated by using data based on their specific driving needs.

UBI & loyalty programs

Usage-based insurance (UBI) is tailored specifically to the behavior of individual customers. It becomes a continuous cycle rather than the traditional purchase and annual renewal process as the insurance product offerings adapt to the customer's driving behavior and number of miles they drive. This is especially appealing to those who aren't doing much driving while incentivizing drivers to limit their driving entirely, altogether reducing their risk of a crash.

AI is also driving insurance loyalty programs. Some insurers provide discounts to their customers who participate in usage-based insurance schemes to enable the provider to gather thousands of miles worth of driving data. With AI, insurers can develop loyalty programs to analyze risk and forge a new way of interacting with customers - all without having to make any changes to the customer's policy!

Personalization

Real-time tracking of driving behavior enables insurers to provide personalized insurance. Rather than simply charging a fixed amount, each customer's risk level is analyzed so the amount they pay reflects their behavior pattern and risk. This means that safer drivers will pay less for their motor insurance and even pay per mile. Drivers are no longer part of a general risk pool. They only pay for their own risk.

In addition to coverage personalization, AI is also driving customer experience. With chatbots that can utilize a customer's geographic location and social data, insurers can deliver personalized customer interactions. This enhanced personalization will make settling and paying insurance claims a far more efficient process while also helping to reduce the likelihood of fraud.

Gamification

Gamification is becoming increasingly popular in insurance as a way to engage customers and encourage good driving behavior. When it comes to motoring, gamification turns low-risk driving into a game. If you score well in the game, you get awarded a score, and perhaps a little encouraging digital badge. For example, Greater Than is the technology used in the Global Initiative FIA Smart Driving Challenge, where everyday motorists can compete with each other to become the safest and most eco-friendly driver in the world.

Rewards

Greater Than's AI is transforming customer rewards. By correlating driver behavior and claims frequency, customers will influence the cost of their insurance premiums while only paying for themselves. Rather than a generic, fixed annual price, drivers can see the cost for every trip they take, encouraging them to adapt their driving behavior and, as a result, reducing their likelihood of making a claim.

Thanks to AI technology, insurers can identify their highest risk customers and those who should be rewarded. Increasing premiums for high-risk drivers and rewarding low-risk drivers can positively affect driver behavior, which results in a win-win situation for both the driver and the insurer.

FIA Smart Driving Challenge

The FIA Smart Driving Challenge (SDC) is a competition in smart driving where people all over the world compete in their everyday driving. The scoring system in FIA SDC is based on how safe & eco-friendly your driving is. Factors such as energy efficiency, pace, eco-driving, safety and the handling of the gas and brake are taken into account. It is independent of car brand and model as well as geographical position.



Great driving!

If you continue to drive on level 5 you could save 18% on your insurance.

[Buy insurance >](#)



Speed to market

All this decision-making power can be brought to bear extremely quickly. By foregoing the need to spend time poring over variables and consulting with colleagues, an AI-powered insurer can offer customer-centric products instantly.

This can be especially useful in a situation such as an unforeseen crisis or unfolding pandemic. Rapid changes in market conditions require rapid responses. One solution is to offer flexible payment models, such as pay-as-you-go, where one part of the premium is made up of a fixed cost and the remaining part is flexible and dependent on how much you drive. When data is accessible on an individual level, it is easy to create attractive, personalized offers to incentivize and reward loyal customers. This can be a crucial factor in increasing customer acquisition and winning customers from competitors. This can eventually also make customers more likely to renew their policies with their current provider. With assistance from AI, people will be able to better make informed decisions and focus on creative decision-making duties for which machines aren't (yet) suited. So, rather than delivering a future where people are made obsolete, AI-powered insurers create a situation where machines and real workers collaborate to produce a result that neither could have achieved in isolation. The result is an improved offering for customers, at a lower cost.

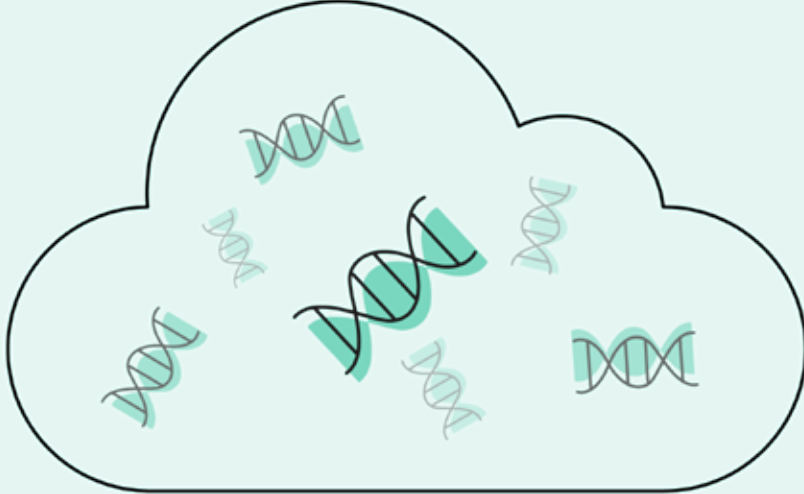


How it works



Connection in a single step

GPS data is shared via an app, SDK in an existing app or API from dashcam, connected car, telematics device, or any other system.



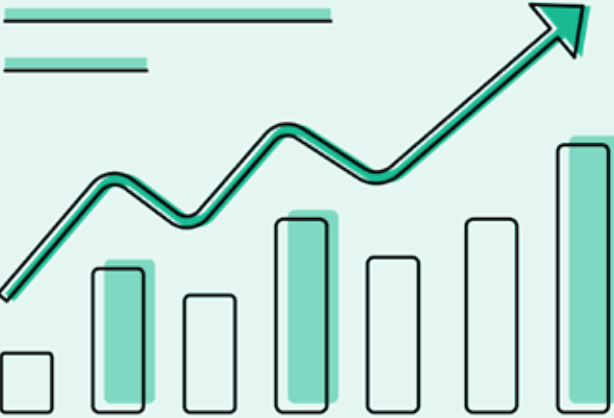
AI pattern profiling

GPS driving data is transformed into unique DriverDNAs and processed by our database of 7 billion driving profiles to identify patterns in driving behavior.



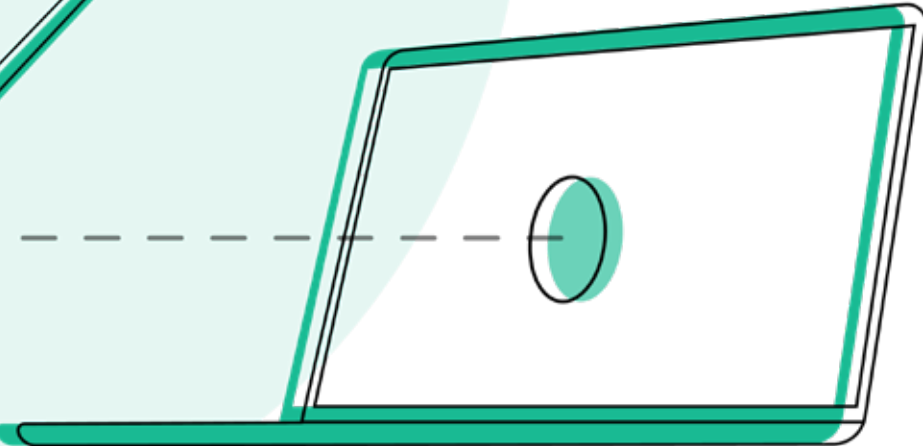
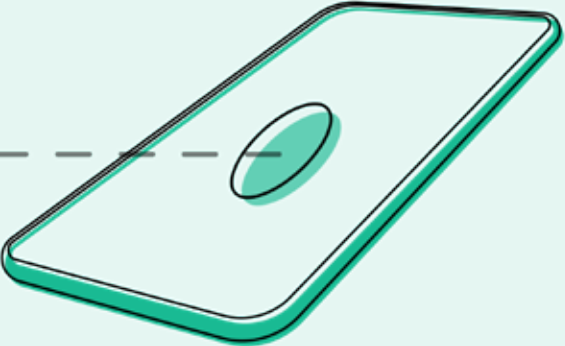
Driver scoring

The patterns in driving behavior are used to determine crash probability and climate impact. The output: Crash Probability Score and Climate Impact Score.



Score visualization

The scores can be pushed back to an existing driver risk management product or visualized via a range of solutions including a dynamic dashboard, predict and prevent tool, and summary reports.



Score engagement

Add-on tools to support driver risk management efforts including app creator, gamification, achievements, and communication.

Conclusion

Artificial intelligence is likely to transform the entire auto insurance landscape as we know it, and with more change still to come. Incumbents dominating the insurance market that fail to evolve and embrace new technology may risk finding themselves left behind compared to the fast-growing amounts of new digital-first platforms and services.

In this rapidly changing environment, business leaders need to understand their customers better, gain actionable insights tailored for their business's needs, and accessible help to see around the next corner to better plan and prepare for what's ahead. To stay future-proof, it is vital for anyone involved in auto insurance and new mobility services to use data to understand and anticipate which displacement and changes to come and which to act upon. If you'd like to learn more about our AI, and how easy it is to get started with predictive risk-analysis that can ultimately transform the customer journey, then why not reach out to us or watch demo.



About Greater Than

Greater Than is a leading provider of driver data analytics that helps GPS data owners gain powerful data insights for better business decisions. The analysis includes information on the driver's crash risk, CO2 emissions, and fuel and battery consumption with correlated costs per driver.

Our AI has experienced the equivalent of 855,000 man- years of real driving and has to date discovered over 7 billion unique DriverDNAs learning that makes it the most experienced AI driver in the world.

Greater Than is appointed as an InsurTech100 company and AIFinTech100 company and has been named Provider of AI Automotive Product of the year, 2021. Greater Than (GREAT) is listed on Nasdaq First North Growth Market. FNCA Sweden AB is the Company's Certified Adviser. Learn more at www.greaterthan.eu.



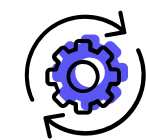
World unique AI database

Our database has over 7 billion driving patterns, trained since 2004 using data from over 106 countries and 1,600 cities.



Expertise and innovation

We enable our clients to innovate and contribute to safer roads, fairer insurance pricing and a more sustainable future.



Revolutionary pattern AI

Using GPS data, our pattern AI analyzes every second of driving to determine crash probability and climate impact.



Solutions for the future

Our data can be visualized to suit our customers' needs, enabling customer-centric solutions that prioritize safety and sustainability.



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