

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

I hope this car  
makes me look  
good

Insurers are using  
AI to provide  
better, faster and  
cheaper services to  
customers

AI can help  
insurers assess risk,  
detect fraud and  
reduce human  
error in the  
application process

Customer  
always thinks  
of saving the  
money and  
assest

customer  
satisfaction is  
very well to  
developed

## What do they HEAR?

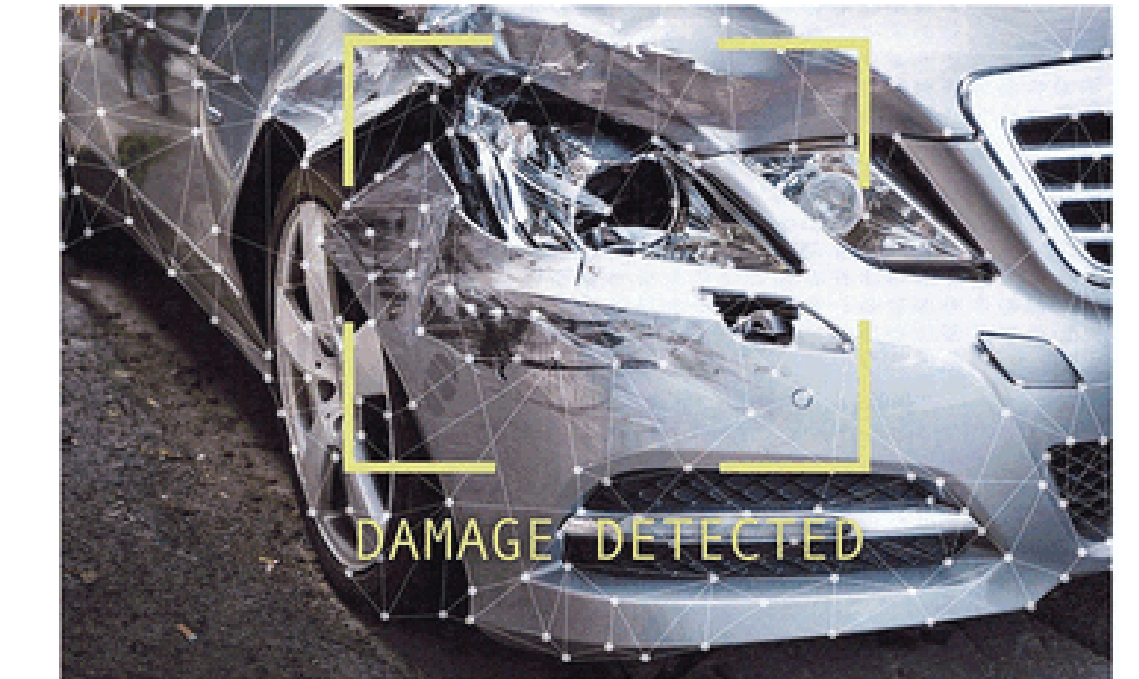
what friends say  
what boss say  
what influencers say

insurace  
claim is very  
easy in this  
environment

damage  
assesment  
insurance claim  
is future  
generation is  
most useful



It is very  
useful for  
customers to  
save time.



## What do they SEE?

environment  
friends  
what the market offers

We are  
conversations  
for is useful to  
lot of people

i have rectify  
the problem  
using ai

At present, in the  
car insurance  
industry, a lot of  
money is wasted  
because of claims  
leakage

## What do they SAY AND DO?

attitude in public  
appearance

Insurers are  
using AI to  
provide better,  
faster and  
cheaper services  
to customers



## PAIN

fears  
frustrations  
obstacles

estimated  
cost are  
fully  
claimed

vechicle needs  
the insurance  
for determine  
the cost of  
damage

needs a  
fixed price  
for damage  
in vechicle

user  
friendly is  
must

user  
convenient is  
must because  
they access to  
resource easly

## GAIN

"wants" / needs  
measures of success  
obstacles

customer need  
to claim  
insurance and  
other safety  
plan for the  
vechicles

money are most  
important so  
they not claim  
money they  
suffer heavy