



PROJECT PROPOSAL FOR A SIMPLE AND INTELLIGENT INSURANCE RECOMMENDER

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A SIMPLE AND INTELLIGENT INSURANCE RECOMMENDER

Overview

Insurance is a means of protection from financial loss. An insurance policy is a contract used to indemnify individuals for covered losses and in managing cash flow uncertainty. Insurance industry has already several well-established players and in Singapore particularly there are several new entrants as well. Competition in insurance is important in providing competitive premiums and quality service. However, a lot of competition means that insurers have to differentiate themselves via quality, innovation or price. With the overwhelming number of plans, individuals will have more options and determining the right plan can be time consuming and might not result in choosing the best plan.

Traditional recommender systems usually provide a comparison of the different policies and do not take in to account the user preferences and past preferences. This recommender system will help to look through all the current available plans, past preferences, new policies in the market and customer demographics to identify the most suitable policy.

Need for this application

In today's scenario, when a user requires to apply for an insurance, there are several websites, companies, policies to provide information on the benefits. With this overwhelming amount of information which the user is expected to scan through or go through an insurance agent who will probably be recommending his company or policies which is expected to provide him with more commission. Currently there is not a single system which can take into consideration the user demographics and preferences, be able to recommend the best insurance which is suited.

Users can be coming from different backgrounds and of different generations. They might not be having the liberty or the ability to understand the different policies from different companies. Also, they might not have access to a company performance or insurance claims processing time which would also help to be a deciding factor for determination of the right policy. We have performed market research by searching several websites, meeting several customers who are unable to easily determine the best insurance policy which is recommended to the user needs. Having considered all the above challenging issues which a user will require to go through, this application will determine the most suitable policy without going through any hassle.

Market Research

Here are the several websites which provides certain information on the insurance policies provided and educate users on the different kinds of insurance. However, all these websites require users to read through several pages of information, hence for a common man it would be time consuming and might not be easily comprehensible to digest the information. Also going through an agent to purchase the insurance policy would also mean paying commission, paying higher premium and might bind the user with a company which is not having a good portfolio.

1. **Life Insurance Association Singapore (LIA)** is the not-for-profit trade association of life insurance product providers and life reinsurance providers based in Singapore and registered by the Monetary Authority of Singapore (MAS). It provides information on the different kinds of policies, provides tools to determine the amount an individual should get insured.
2. **compareFirst** is a joint effort by Consumers Association of Singapore, MAS, LIA and money sense to enable consumers to compare the various life insurance products. It provides general product information on policies.
3. **MoneySense** is Singapore's national financial education programme, started in 2003. They help Singaporeans to manage their money well and make sound financial decisions on their own. It also provides resources to help on the below factors:
 - a. Have the skills and knowledge to weigh their options in financial matters
 - b. Know their rights and responsibilities in financial decisions
 - c. Make informed decisions when it comes to personal finances
 - d. Plan well for their future