

# Road to Digital Architect

## Session 4-Mission 4

### “AI & Analytics”



Presented By Team 8  
Contributor: Abdus

# Session 4-Mission 4

## Agenda:

- Generative AI in Insurance Space.
- Value Addition By Generative AI
- Safesure Generative UI business use cases
  
- ***Service Blueprint of GenAI Use Case***
- ***Target Logical Architecture***
  - ***Data Architecture***
  - ***Analytics, ML, Generative AI Architecture***

## Session 4-Mission 4:Goal 1

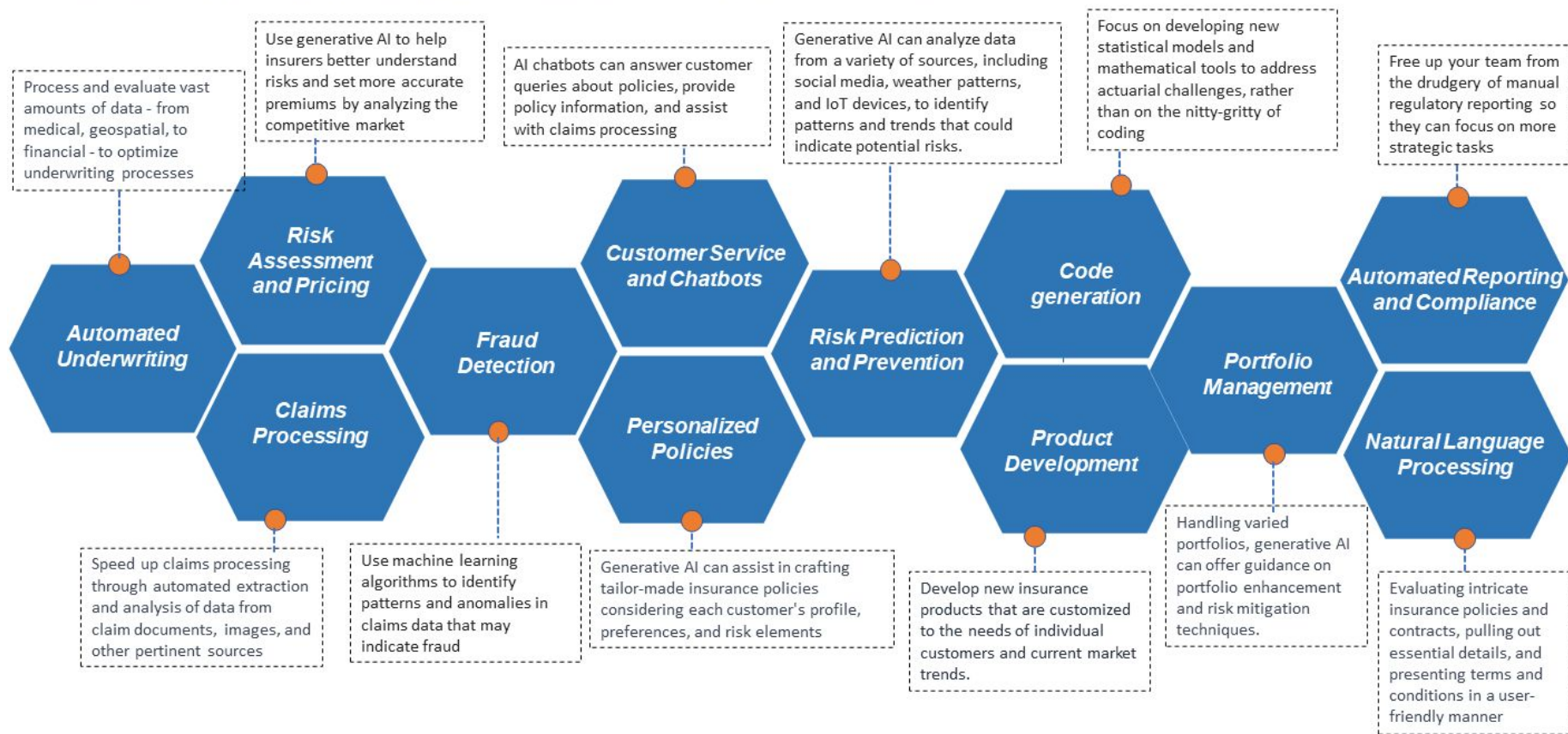
### *Using GenAI to cater to business need of Safesure:*

- Create a concise point of view (please restrict to 2-3 slides) to adopt GenAI in transformation of business of Safesure
- Highlight which two (2) customer centric business use cases of Safesure must leverage GenAI and why those are important.



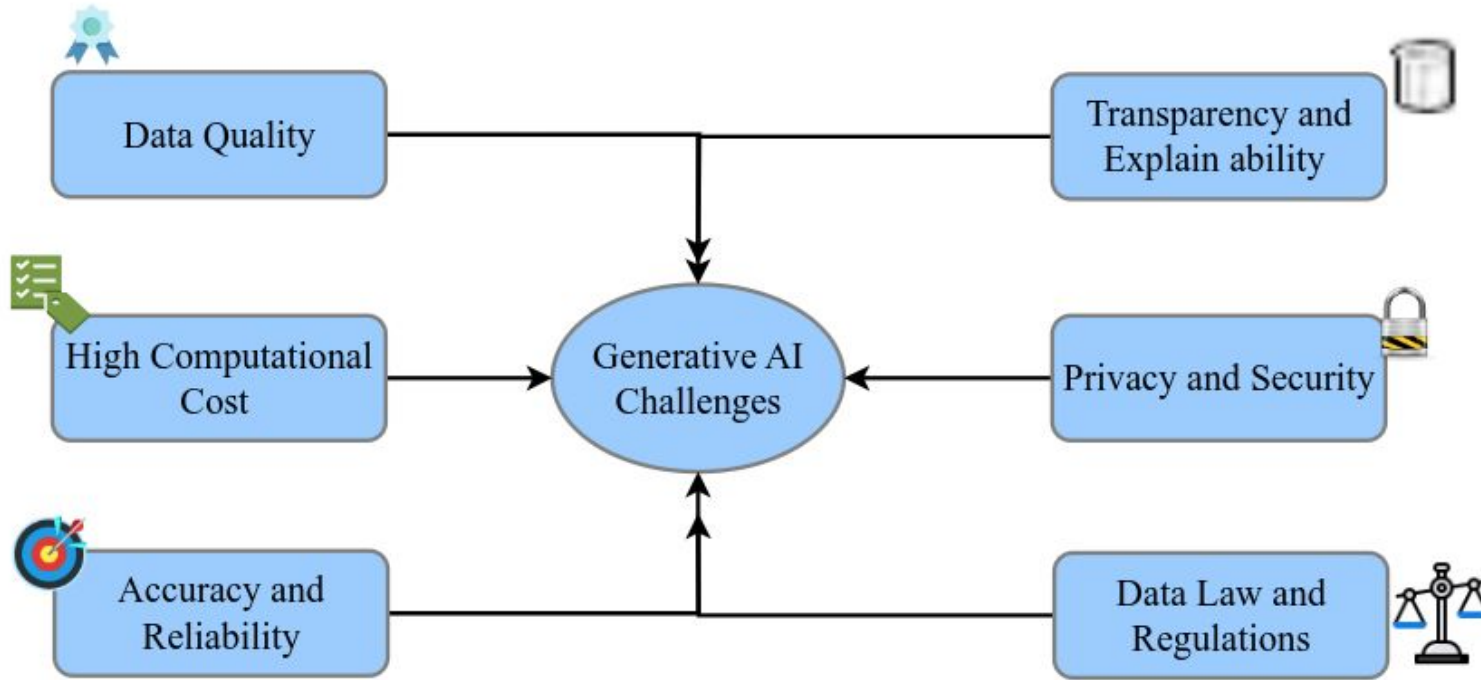
# Advanced AI In Insurance Operations

Generative AI stands poised to transform the insurance industry, elevating facets like customer support, risk evaluation, fraud identification, underwrite and claims handling. Below are potential applications of generative AI in the insurance realm



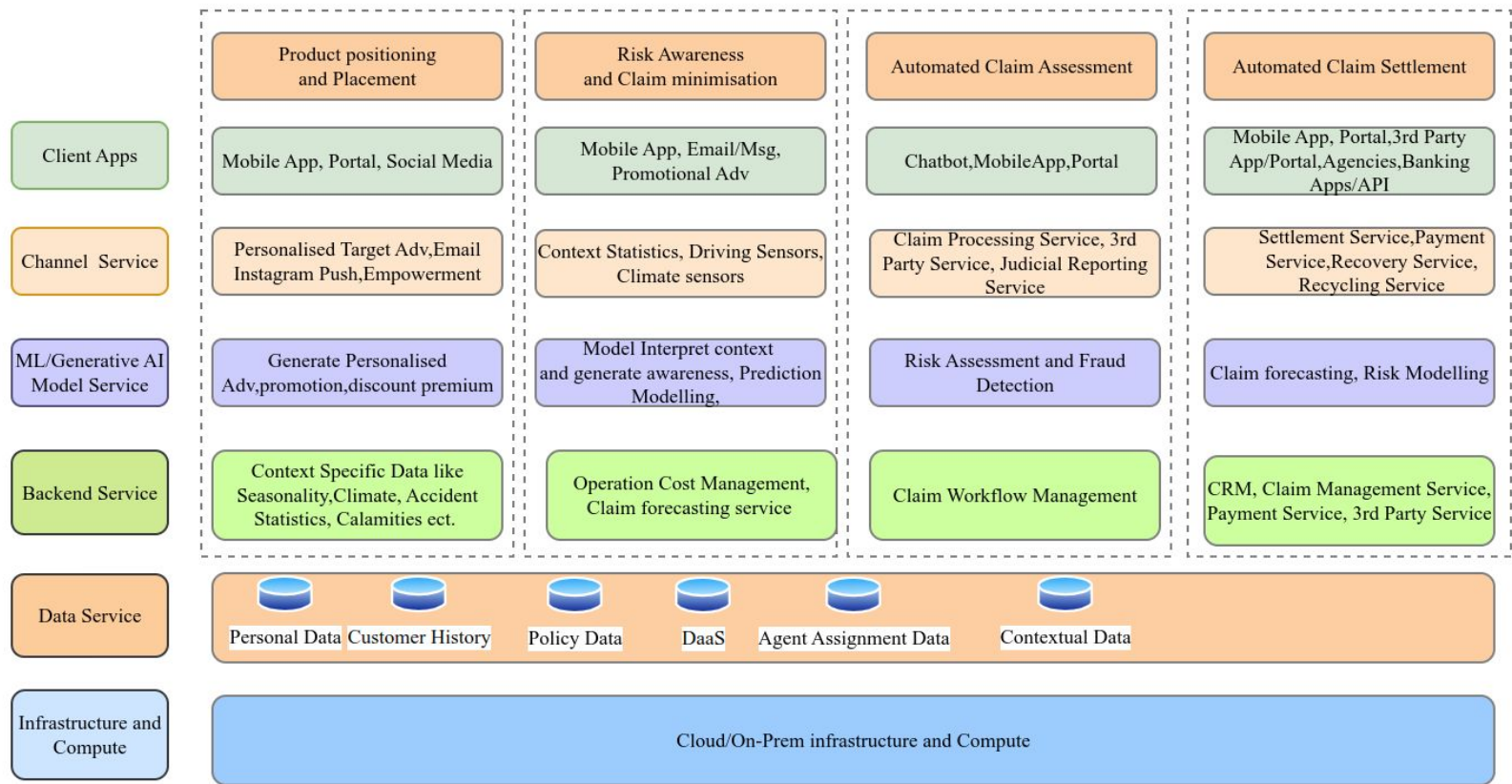
# Generative AI Challenges

Version 1.0 draft



# Generative AI in transformation of business of Safesure

Version 1.0 draft



# Use Case - 1: Customer Self Service ChatBot/Q&A

## Challenge of Insurance Industry

### The Challenge:

- Selling Insurance products are the most difficult job by sales and marketing professionals.
- It's an intangible product , the value is experience only after devastation being happened.
- **Insurance Product is one the most mis-selling products in the world**

### The Solution:

- Empowering the customers to follow '**Pull Strategy**' of selling vs '**Push Strategy**'.
- Provisioning the a technology platform to explore, insightful, seamless experience to choose the best from the rest.
- Risk visualization and mitigation through the adoption of the insurance coverage.

### **GenAI enabled continuous assistance for all journeys:**

- ChatBot
- Q&A
- Human Like Voice Bot



## Use Case - 1: Customer Self Service ChatBot/Q&A

#realtime\_communitation #customer\_support #seamless\_experience

**Description:** Customer Hub is a place where customer get access to the Safe Sure Insurance Products, Get product features, offers, product contract, can discuss about the products in the discussion forum, can compare the product with the other products from Safesure or different products available from market.

### GenAI enabled continuous assistance for all journeys: ChatBot|Q&A|Human Like Voice Bot

GenAI can be used to empower the customer and provide seamless experience to interact with the SafeSure Insurance.

- *Recommendation* of the Safesure products based on the user input and risk positions.
- Summarising the product features in a simple language.
- GenAI can be used to generate Q&A from the community discussion threads, which would be helpful to the customers to get educated about the Safesure products.
- GenAI can create the Quote for the potential or most relevant product.
- ***GenAI can help to interpret the product legal contract and scenarios.***
- Claim Assessment and assistance

#### Challenges:

- Accuracy of the AI drafted materials.
- Legal and Compliance Governance processes.
- Model Bias, Cost

#### Assumptions:

- Local Regulation allow to use personal data.



## Use Case - 2: Personalised Marketing and communication

#customer\_acquisition #customer\_retention #customer\_satisfaction

**Description:** Customer Hub is a place where customer get access to the Safe Sure Insurance Products, Get product features, offers, product contract, can discuss about the products in the discussion forum, can compare the product with the other products from Safesure or different products available from market.

**GenAI :** Content Generation for personalised customer outreach: Background Agent

GenAI can be used to generate the contents for marketing and advertising the Safesure products

- *Personalised email/message/banner/poster generation for customer interactions*
- *Marketing collateral generation for personalised marketing.*

**Assumptions:**

- *Local email or mobile communication policy allows company to send automated email and notification*
- *User proves the consent to accept the company promotion and marketing emails.*

#communication\_restriction #privecy\_concern\_DND

**Challenges:**

- *Product marketing fit, model development cost and timeline*

## Session 4-Mission 4:Goal 2

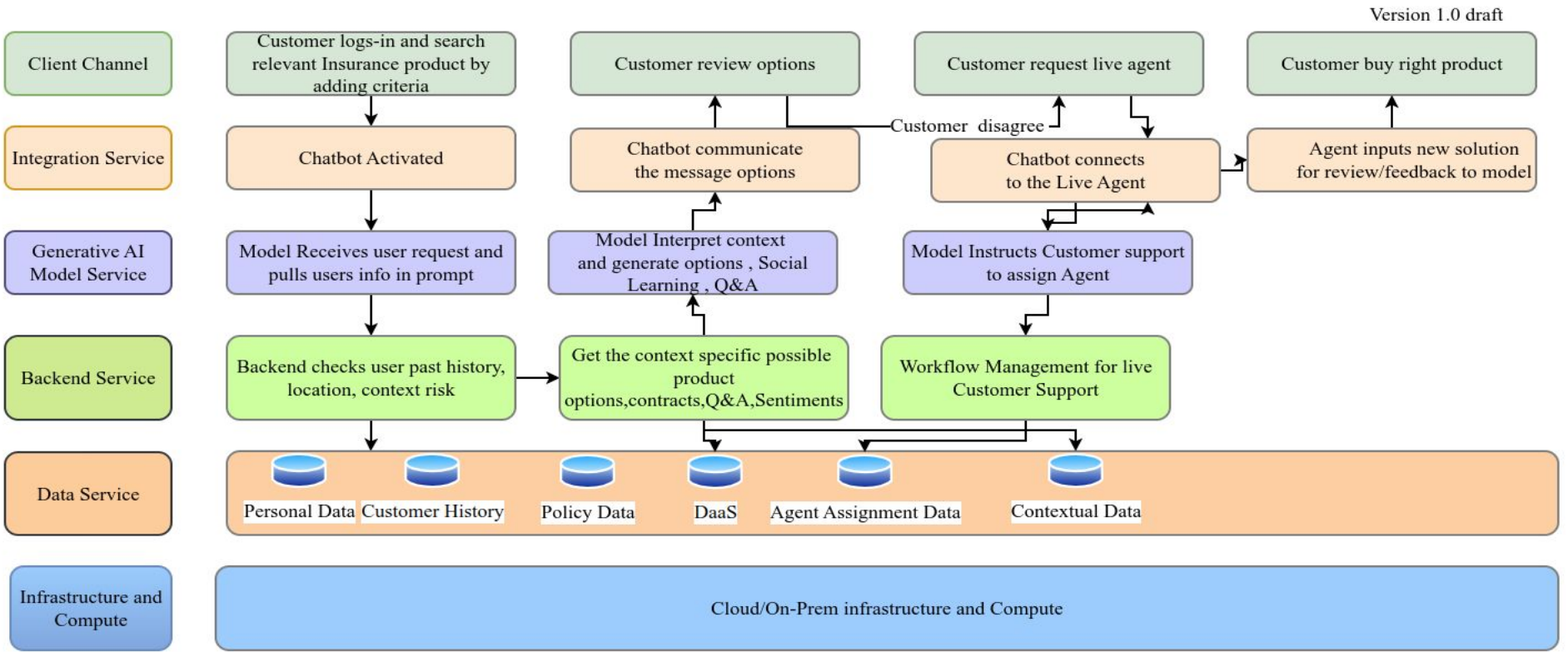
### *Service Blueprint of GenAI Use Case*

- Please capture the details of the layers and interaction components across each layer to support
- One (select one from your list above) ***customer journey of the GenAI use case***. We need visual depiction and some narrative/details of all the layers including LLM components, data, 3rd party ecosystems.



# Service Blueprint of customer journey of the GenAI use case

## -Buying Right Product



## Session 4-Mission 4:Goal 3

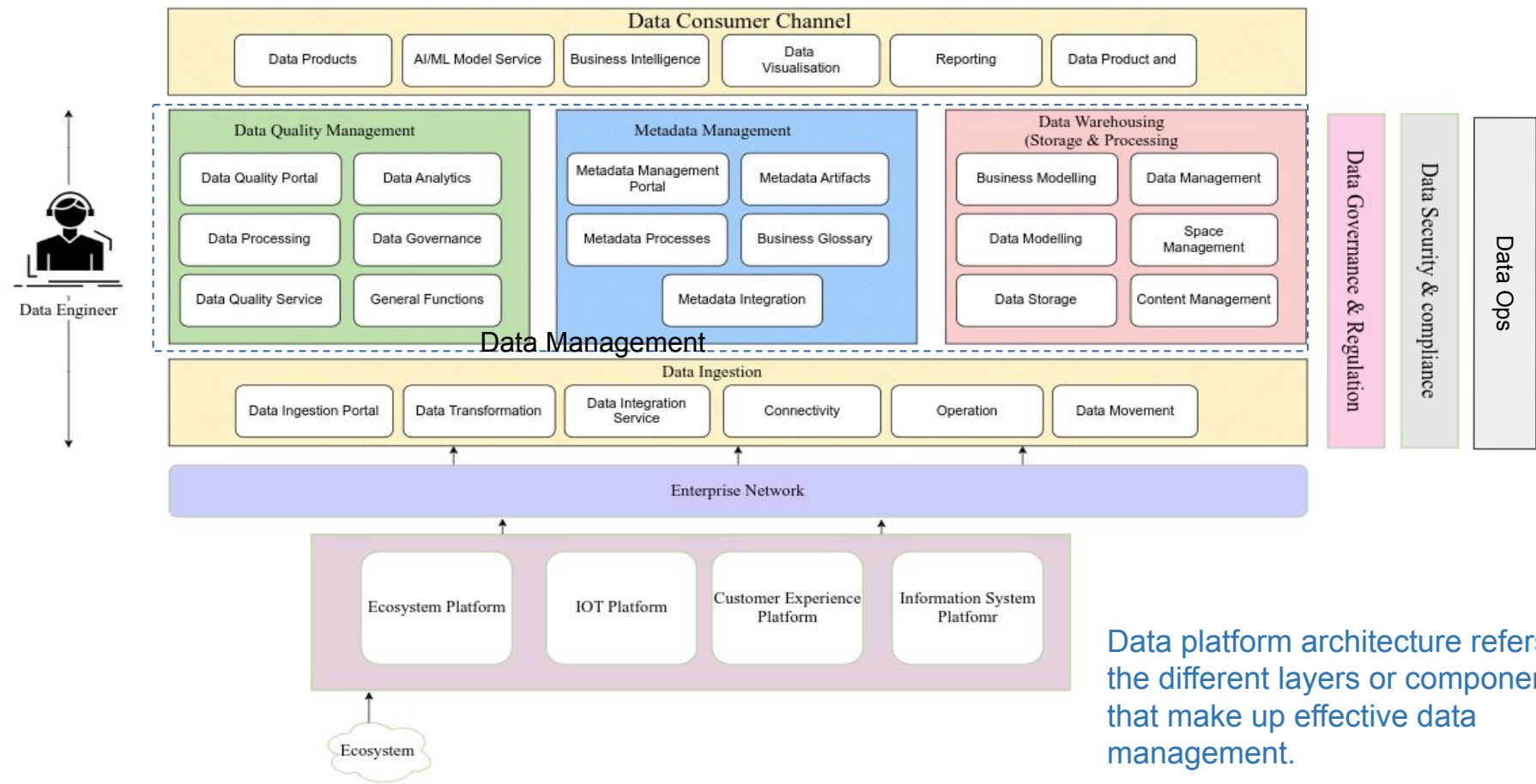
### *Data, Analytics, AI Platforms*

- From the need of analytics, AI requirements of Safesure identified in earlier Missions as well as in this mission above, can you please elaborate the target logical architecture of the data,analytics, AI platforms of Safesure with data sources, ingestion, data management, analytics,integration and consumption of analytics, AI by consuming systems.*



# Safesure Data Platform Logical Architecture

Version 1.0 Draft  
3-Mar-2024



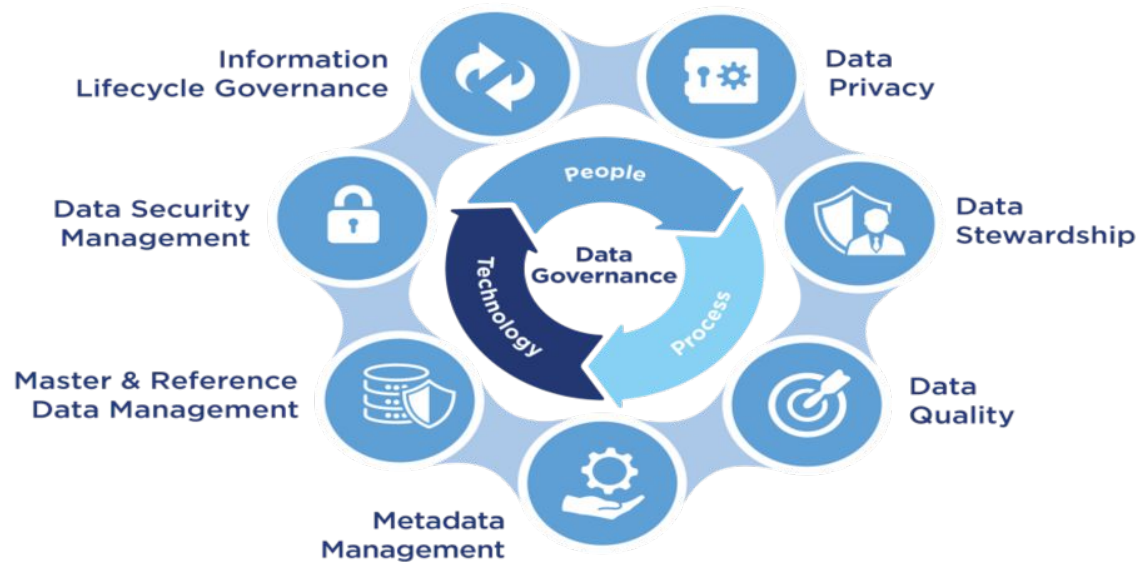
Data platform architecture refers to the different layers or components that make up effective data management.

# Safesure Data Architecture

- **The Data Consumer Channel sub-domain** contains the various consumers of the Data platform. Their main purpose is to consume the data and identifying the business insights for better decision making or building new data products or services.
- **The Metadata Management sub-domain** provides an end-to-end process and governance framework for creating, controlling, enhancing, attributing, defining and managing a metadata schema, model or other structured aggregation system, either independently or within a repository and the associated supporting processes
- **The Data Quality Management sub-domain** contains capabilities related to Data Quality Dashboards, Data Analytics, Data Processing, Data Governance and Data Quality Services. Any data quality solution is comprised of one or more capabilities from this list.
- **The Data Warehousing sub-domain** is the storage layer for any analytics solution. It is designed to hold data extracted from transaction systems, operational data stores and external sources. The warehouse combines data in an aggregate, summary form suitable for enterprise wide data analysis and reporting for predefined business needs.
- **The Data Integration sub-domain** comprises the practices, architectural techniques and tools for achieving the consistent access and delivery of data across the spectrum of data subject areas and data structure types in the enterprise to meet the data consumption requirements of all applications and business processes.
- **Networking Services** is used to provide robust interconnectivity between the D&A platform (after modernizing it) and the other platforms of the enterprise digital business platform (i.e. the customer experience platform, the ecosystem platform, the information system platform, the IoT Platform) and their associated subsystems.

# Safesure Data Architecture continue...

**Data Governance** - Data governance is a set of standards, processes, policies, and roles that ensure the effective and efficient use of information to support an organization in realizing its goals.



## Data Governance Benefits:

- Minimize risks
- Uniform understanding of data across the enterprise
- Improved data quality
- Consistent compliance
- Data mapping



# Safesure AI/ML, Analytics and Generative AI Logical Architecture

Version 1.0 draft

## AI/ML

Feature Engineering

MLOps

Model Training/Testing

ML Applications

## Generative AI

Prompt Engineering

GenAI Platform Integration

GenAI Model Engineering

Orchestration/Vector Database

## Data Analytics

Business Intelligence

Data Visualization

Query and Reporting

Dashboards

## Data Analysis

Bigdata Processing Platform

Streaming Engine

Data Exploration

## Data Platform

Data Warehouse

Data Lake

Data Computation

Data Governance

# Safesure Insurance Data Warehouse and Data Integration Landscape

