

# The Leading Life Insurance company of India, Accelerates Fraud Detection with 80% faster model deployment and 3x Scalability – in just a few weeks!



## About the Customer

The Leading Life Insurance company of India offering a broad portfolio of protection, savings, and investment products across urban and rural markets.

## The Challenge

Fraudulent claims continue to pose a major threat to insurers, leading to significant financial strain and reputational risk. This life insurer recognized the importance of strengthening its early detection capabilities with a forward-looking, data-driven strategy. To proactively address this, the company turned to an AI-powered solution designed to identify high-risk applications in real time and enhancing the integrity of its underwriting process. The goal? To enable faster, smarter claim decisions by detecting fraud early in the lifecycle.

1

Fragmented model development – limited scale, low performance.

3

Gaps in feature engineering and model tuning capabilities.

5

Manual Data and Model Monitoring causing low reliability.

2

No production-ready tools for deployment.

4

Poor model accuracy, low trust in outcomes.

6

Fraud detected only at claim time, making it too late.

## The Solution

To address these challenges, the Life Insurance company partnered with DSW for its purpose-built insurance solution – built on top of their UnifyAI and AgenticAI platforms, to create and implement a robust AI-powered fraud detection system for early claim risk. Leveraging this solution, a seamless data-to-inference pipeline was deployed, enabling real-time fraud risk scoring at policy issuance and revolutionizing risk detection.

### What the solution Delivered:



**Scalable Infrastructure:** From fragmented development to an enterprise grade development to better enable large datasets and deployment.



**End-to-End Automation:** Data, model, inference in one seamless pipeline.



**Improved Reliability:** Through advanced EDA & domain-tuned models.



**Real-Time Fraud Scoring:** Risk evaluated at point of policy issuance.



**Modular Architecture:** Easy to plug in new data or scale to new use cases.

## Business Impact

Driving Intelligent Operations and Business Resilience – DSW's purpose-built insurance solution helped the insurer to automate critical fraud detection processes, improve decision accuracy, and enhance business resilience, setting the foundation for scalable, AI-powered growth.

### Business Outcomes

80%

faster model deployment with CI/CD automation.

28%

faster model experimentation, increased efficiency

- **3X** increase in use case scalability across business functions.
- **Faster fraud** flagging, reduced financial exposure.
- **Improved team efficiency**, less manual intervention