

# 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:

- |   |   |   |  |   |
|---|---|---|--|---|
|  <b>Scalable Infrastructure:</b> From fragmented development to an enterprise grade development to better enable large datasets and deployment. |  <b>End-to-End Automation:</b> Data, model, inference in one seamless pipeline. |  <b>Improved Reliability:</b> Through advanced EDA & domain-tuned models. |  <b>Real-Time Fraud Scoring:</b> Risk evaluated at point of policy issuance. |  <b>Modular Architecture:</b> 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

 <b>80%</b> faster model deployment with CI/CD automation.	 <b>28%</b> faster model experimentation, increased efficiency
<ul style="list-style-type: none"><li>• <b>3X</b> increase in use case scalability across business functions.</li><li>• <b>Faster fraud</b> flagging, reduced financial exposure.</li><li>• <b>Improved team efficiency</b>, less manual intervention</li></ul>	