KRYPTOSPHERE X UTOPIA

Market study

EIKA Team

KRYPTOSPHERE

Utopia

Actual market overview

Insurance companies must prepare for this increase in their customer base and be ready to offer solutions that meet their clients' needs. More and more insurers **recognize the benefits of AI in improving operational efficiency and customer experience.** Companies like Generali, MAIF, and AXA have already started integrating AI to offer personalized and optimized services.

Artificial intelligence analyzes customer data to offer customized products, improving customer satisfaction, loyalty, and retention. Tasks such as claims management and underwriting can be automated with AI, reducing costs and human error. AI helps to anticipate customer needs and assess risks more accurately, boosting insurers' competitiveness.

However, insurers are still grappling with key challenges in integrating AI, such as ensuring data quality, addressing ethical concerns, and complying with regulations. To successfully adopt AI, insurers need a solution that can seamlessly integrate into their existing systems without overwhelming their operations.

Key elements of our solution

AI solutions for product recommendations:

Some companies leverage AI to recommend insurance products (e.g., health or auto insurance), but these systems remain relatively basic and do not predict needs in real-time during customer interactions.

CRM and automated marketing tools :

Tools like Salesforce or HubSpot used to send personalized recommendations based on collected data. However, these solutions are often based on automated campaigns (email, SMS) rather than real-time proactive engagement during a customer interaction.

In other sectors:

Similar tools exist in industries like finance, where AI recommends financial products based on customer behavior. But, real-time personalization is still an emerging trend in the insurance sector.

How to finance our solution

FOR OUR COMPANY

Developing and maintaining our AI-driven solution requires an initial investment covering AI development, CRM integration, cloud infrastructure, and customer support. To sustain the platform and generate revenue, we adopt a hybrid business model combining setup fees, subscription plans, and value-added monetization strategies.

FOR THE INSURRANCE COMPANY

To offset potential revenue losses from contract adjustments, we propose a premium option that insurers can offer to clients. This feature provides continuous monitoring and personalized recommendations for a small monthly fee, ensuring that customers always have optimal coverage. Our AI enhances cross-selling opportunities by suggesting complementary policies when a contract is adjusted. For example, if a client upgrades their auto insurance, the system may recommend additional driver protection or bundled offers. This multi-insurance strategy increases insurers' revenue per customer while reinforcing loyalty.

Potential clients

LUKO

This 100% digital insurance company focused on simplifying home insurance. As a fast-growing start-up, they are always looking for new ways to offer differentiating customer service while optimizing costs and processes. Their technology-focused, agile culture makes them an excellent partner for rapidly testing and adopting innovative solutions. Luko would appreciate a solution that enables it to personalize its interactions with customers according to their needs, while increasing the responsiveness of its sales force. For a start-up like Luko, proactivity and efficiency are key to differentiating itself from the big players in the market.

ALAN

Also a 100% digital health insurance provider focused on simplifying healthcare and making it more transparent for its users. As a fast-growing startup it constantly seeks innovative solutions to enhance customer service while optimizing operations. With a strong technology-driven approach and an agile culture, Alan is well-positioned to rapidly test and adopt cutting-edge solutions. They might be looking for a solution like ours. As a start-up, Alan values proactivity and efficiency, aiming to differentiate itself from traditional insurers by delivering more personalized, responsive service while also optimizing costs and improving retention. Our AI-driven solution would be a valuable tool in achieving this..