

## Project 1: Data-driven Insurance Product Optimization

- 1. **Situation:** High customer complaint rate, requiring identification of the root cause.
- 2. **Task:** Lead data analysis and propose product improvement solutions.
- 3. **Action:** Analyze complaint data

3.1. Data cleaning and preprocessing

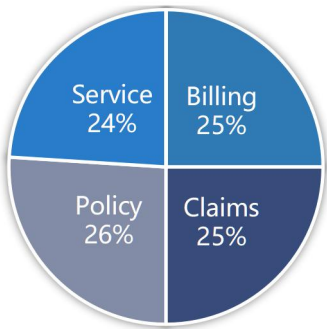
Objective: Handle missing values, standardize text, and categorize data.

Complaint_ID,Category,Complaint_Text,Customer_Rating,Date				
6814f600	Claims	Underpaid claim amount by \$591.	2	2025-04-18
c621bab0	Claims	Underpaid claim amount by \$103.	5	2025-02-13
ab0f6efe	Service	No response to my email from 2025-04-12 about billing error.	2	2025-01-28
695abec2	Service	Rude customer service representative during my call about late payment.	1	2025-03-27



Complaint_ID	Category	Customer_Rating	Date	Cleaned_Text
6814f600	Claims	2	2025-04-18	underpaid claim amount by 591
c621bab0	Claims	5	2025-02-13	underpaid claim amount by 103
ab0f6efe	Service	2	2025-01-28	no response to my email from 20250412 about billing error
695abec2	Service	1	2025-03-27	rude customer service representative during my call about late payment

3.2. Complaint classification and distribution:



3.3. Text Mining and Keyword Extraction

Objective: Identify high-frequency issue keywords and pinpoint core pain points.

Method: TF-IDF (Term Frequency-Inverse Document Frequency) + Word Cloud Visualization.



Keyword	TF-IDF Score
claim	8,0
policy	6,2
payment	5,7
underpaid	5,5
charged	4,5

Note: The TF-IDF analysis identifies core keywords in customer complaints, where a higher score indicates a more prominent issue.

3.4. Root Cause Analysis & Business Recommendations:

Objective: Correlate complaint categories with extracted keywords to formulate targeted improvement actions.

Category	High-frequency key words	Business Recommendations
Claims	Underpaid, delayed	<ul style="list-style-type: none"><li>• Provide transparent claim calculation explanations (e.g., attach detailed breakdown tables via email)</li><li>• Implement automated claim status notifications (SMS/APP push)</li></ul>
Service	waited	<ul style="list-style-type: none"><li>• Deploy AI chatbot for FAQ handling (e.g., "How to submit claim documents")</li><li>• Optimize IVR phone system with clearer menu navigation</li></ul>
Policy	Difficulty, policy	<ul style="list-style-type: none"><li>• Revise policy templates using plain language</li><li>• Enhance sales team training with mandatory clause-by-clause confirmation</li></ul>
Billing	Fee, unexpected	<ul style="list-style-type: none"><li>• Develop self-service management features (e.g., one-click cancellation of add-ons in APP)</li><li>• Establish rapid dispute resolution channel (e.g., 24-hour refund guarantee)</li></ul>

4. Root Cause Hypothesis & Validation

Method 1: Co-occurrence Analysis

Objective: Identify if high-weight keywords (e.g., "delay") frequently co-occur with specific terms

Method 2: Temporal Pattern Verification

Objective: Determine whether "delay" complaints spiked after known events

### **Method 3:** Process Benchmarking

Interview claims team to record

Compare with industry benchmarks

### **Method 4:** Controlled Experiment(A/B testing)

## **Project2: Repositioning Insurance Products for High-Net-Worth**

### **Clients: 3-Step Strategy**

#### **1. situation:**

Current average client premium: €5,000 vs. Target HNWI (High-Net-Worth Individual) average: €20,000

#### **Analysis of Reasons:**

Product mix not suitable for HNWI needs (e.g., lacks wealth inheritance features).

Sales team habits (relying on low-premium policies).

#### **2. My Task:**

Design a team incentive model to attract HNWI clients and increase premium value.

#### **3. Solution:**

① [Step 1: Product Restructuring] → [Step 2: Trust Integration] → [Step 3: Tax Seminars]

Key Actions:

- Annuity Focus: Increase annuity share to 70% of portfolio.
- Trust Partnership: Work with trust companies to create "Insurance + Trust" bundles.
- Tax Seminars: Quarterly expert-led sessions with a 35% conversion rate.

② Excel/VBA Commission Incentive Model

- Example: Bonus Rate = Base Commission + HNWI Premium Bonus

#### **4. Results:**

- More balanced client portfolio with sustainable growth.
- New Business Value (NBV) Growth: e.g., +40%.
- HNWI Client Share Increase: e.g., from 10% → 30%.

## From Insurance to FinTech: Transferable Expertise

My experience	BLOXX Adaptation	Key Metric
Complaint keyword tracking	User journey heatmaps	Module dwell time (>2min = qualified lead)
Sales incentive model	Advisor performance dashboard	HNWI asset allocation compliance rate

## How My Expertise Adds Value to Aixigo?

### Customer Segmentation Optimization:

HNWI analysis experience



Help BLOXX refine customer tags (such as "tax-sensitive" and "inheritance demand").

### Balance between Compliance and Innovation:

Insurance Compliance Salon



BLOXX's ESG investment filter (such as excluding stocks in controversial industries)

### Team collaboration:

Cross-departmental collaboration in the insurance industry



Support the Aixigo development team in understanding business requirements (such as writing user stories)