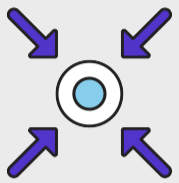


SHIFT

A Closer Look at Artificial Intelligence for Insurers

AI is everywhere. Insurers who seek to gain and maintain a competitive advantage want a clear understanding of the benefits and considerations for incorporating AI and Generative AI solutions into their operations. Here are some ways AI can help your business succeed.



More Effective Fraud Detection

AI's advanced analytics detects potential fraudulent activities, safeguarding the integrity of insurance operations and controlling premium inflation by reducing fraud-related costs

Shift identifies more than **£4B** in claims fraud annually

Claims handlers spend more than **30%** of their time reviewing documents

Streamlined Claims Processing

AI optimises claims processing, reduces manual intervention, minimises claim processing time, and improves customer satisfaction



Intelligent Recovery Detection

Insurers can leverage intelligent approaches to improve recovery detection and increase recovery potential. Shift's AI automatically analyses and interprets claims details, notes, and internal / external data sources to detect "net new" recovery opportunities

Missed recovery opportunities can equal an estimated **£16M** annually

Shift's Underwriting Risk Detection generated more than **3x** the expected relevant policy risk alerts for one motor insurer

Better Underwriting Decisions

AI can analyse and interpret a wide range of data in real time at the point of underwriting, ensuring greater accuracy and pricing while reducing risk of misrepresentation and other areas of potential premium leakage



A Better Customer Experience

AI-powered communications and personalised services can enhance customer experiences by providing real-time support, individualised suggestions, and accurate information across multiple channels

62% of insurance executives believe customer experiences are a key challenge

AI is the key that enables Shift to deliver Decisions Made Better to insurers of all sizes in more than 25 countries.

Learn more at www.shift-technology.com/en-gb

SHIFT

About Shift Technology

Shift Technology delivers AI decisioning solutions to benefit the global insurance industry and its customers. Our products enable insurers to automate and optimise decisions from underwriting to claims, resulting in superior customer experiences, increased operational efficiency, and reduced costs. The future of insurance starts with Decisions Made Better.

Learn more at www.shift-technology.com/en-gb.