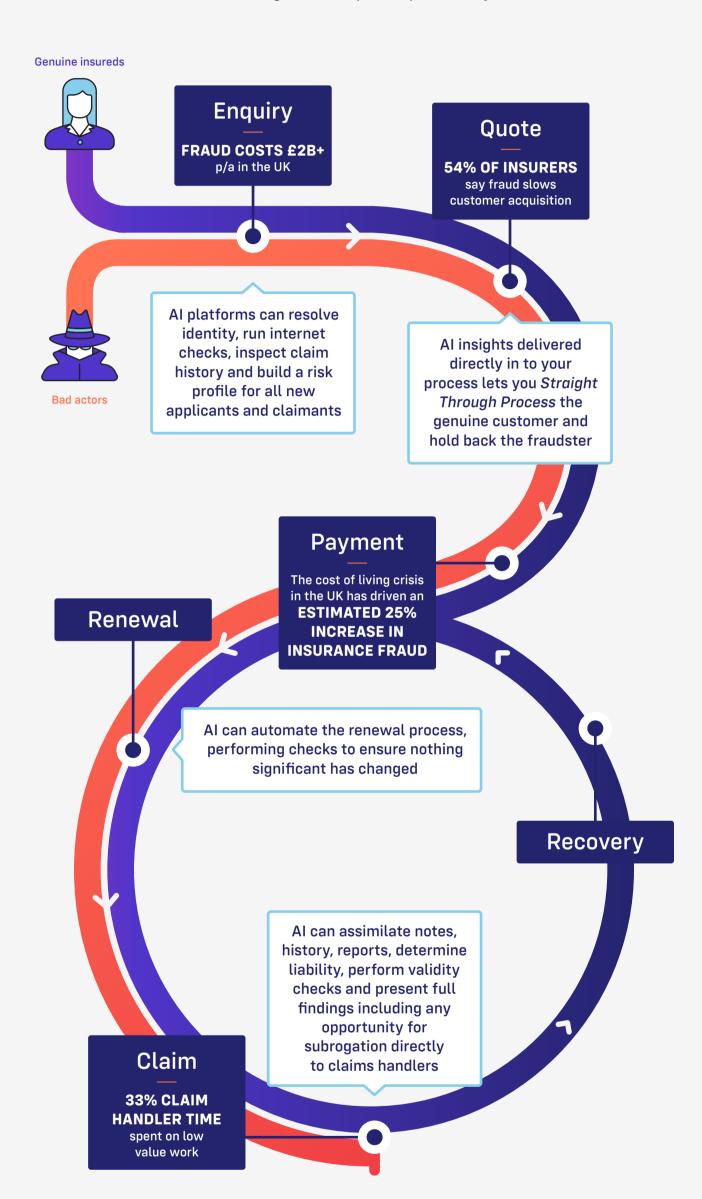# SHIFT

Genuine insureds and bad actors

Their respective journey through the insurance lifecycle and where AI can help

Badly managed fraud detection and incorrect and slow liability detection cause significant impact to profitability

Genuine insureds

Bad actors

Enquiry
FRAUD COSTS £2B+
p/a in the UK

Quote
54% OF INSURERS
say fraud slows customer acquisition

AI platforms can resolve identity, run internet checks, inspect claim history and build a risk profile for all new applicants and claimants

AI insights delivered directly in to your process lets you *Straight Through Process* the genuine customer and hold back the fraudster

Payment
The cost of living crisis in the UK has driven an **ESTIMATED 25% INCREASE IN INSURANCE FRAUD**

Renewal

AI can automate the renewal process, performing checks to ensure nothing significant has changed

Recovery

AI can assimilate notes, history, reports, determine liability, perform validity checks and present full findings including any opportunity for subrogation directly to claims handlers

Claim
33% CLAIM HANDLER TIME
spent on low value work

Insurers need to make decisions at every point across the Insurance lifecycle. Accuracy and speed of those decisions is key to fighting fraud, providing excellent service and protecting premiums. AI is able to support the aggregation of vast amounts of structured and unstructured data to provide vital context. AI is constantly evolving, sharpening its results, discovering complex networks and adapting to new patterns in fraudulent behaviour over time. AI is capable of automating existing workflows to accelerate genuine customer journeys whilst illuminating potential risk. AI complements teams to reduce human error, increase productivity and job satisfaction.

Learn more

SHIFT