

# An Overview of CPIC's Digitalization Effort and Progress

Chengdu November 15, 2018





# Digital empowerment based on customer footprints



Key interaction journeys between customers and insurance company



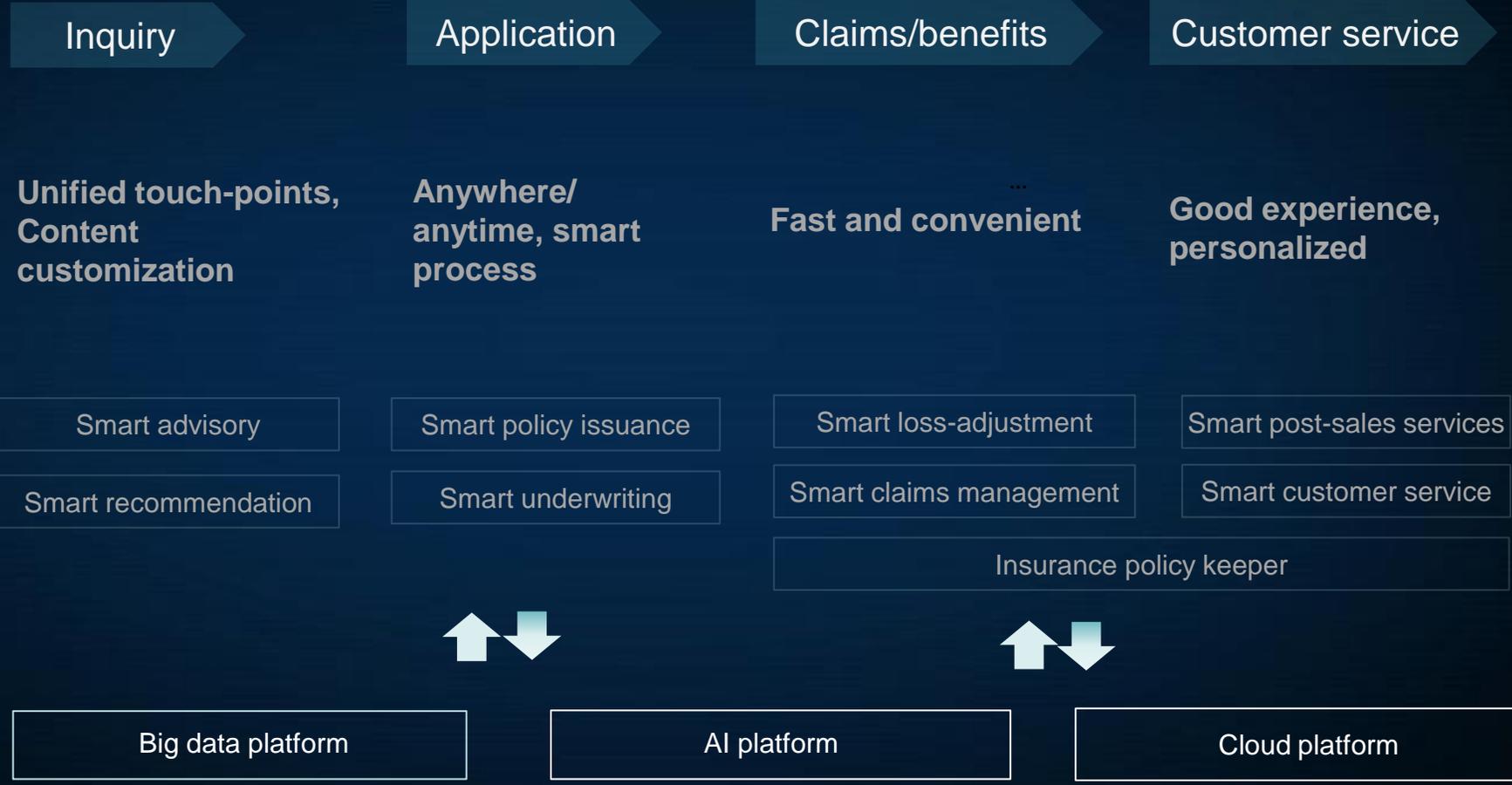
Customer's focus



Digital empowerment projects



Technical platforms





# What has been delivered - 1



Products	Customer journeys	Description	Impact	
1. AlphaInsurance	Inquiry	Industry's first smart insurance advisory product, capable of understanding natural languages	200,000 visits on the day of its debut, over 1 million in 3 days, over 6.5 million so far	
2. Underwriting platform for life insurance	Application	Underwriting incorporated into policy entry for new policy issuance	15 million new policies every year no longer require manual underwriting	Ease the workload on over 2,000 operational back-office staff
3. Electronic policy system for long-term life insurance	Application	Fully digitalized process covering underwriting, policy issuance, policy delivery signing and welcome call for new sales	Previously 11 steps on print policy reduced to 4 steps, and turnaround for policy signing on delivery reduced from an average 15 days to 6 minutes	Saving 41.60mn in annual cost of policy issuance
4. Cloud policy issuance platform for P&C insurance	Application	Supporting large business volumes of hundreds of billions in premiums, with a centralized operational model centering on accurate matching, task management, time-line management and resources management	Average 4.87 minutes for policy issuance, down by 90.17%, Average 72.30 policies per person per day handled, up 315.28%	Released manpower of 3,283, saving annual cost of 137mn



# What has been delivered - 2



Product	Customer journeys	Description	Impact	
1. “Taihuipei”, smart claims management system for life insurance	Claims	Integrating data linking, advanced medical bills payment to be reimbursed, assistance when seeking health-care service and health management	Claims turnaround reduced to minutes	Covering branches of Hubei, Hu’nan, Liaoning, Dalian, and 10 top-notch public hospitals. Will be extended to 42 branches and 200 hospitals by the end of 2018
2. Anti-fraud platform for automobile insurance	Claims	Based on data of 70mn pieces of information, formulated atlas for auto claims featuring 6 entities and 12 relationships	Offers new tools to fight frauds	Handled 62,000 cases, reducing claims cost of 260mn
3. Smart ID verification platform	Customer service	Supporting ID verification based on multiple new technologies for C, B and E-end customers	Unification of 19 sets of on-line customer accounts and ID verification systems	Over 49mn customers accessing the platform
4. Smart post-sales service platform for life insurance	Customer service	Front-end facial recognition/ OCR, back-end protocol engine and decision-making system	Turnaround for post-sales verification reduced from maximum 2 days to 2 minutes, with the share of mobile apps increased to 71%, and electronic mail subscription rate of 65%	38mn pieces of electronic mail sent in 2018, saving annual mailing cost of 47.5mn



# Cases in focus



Customer interaction interfaces



Insurance application process



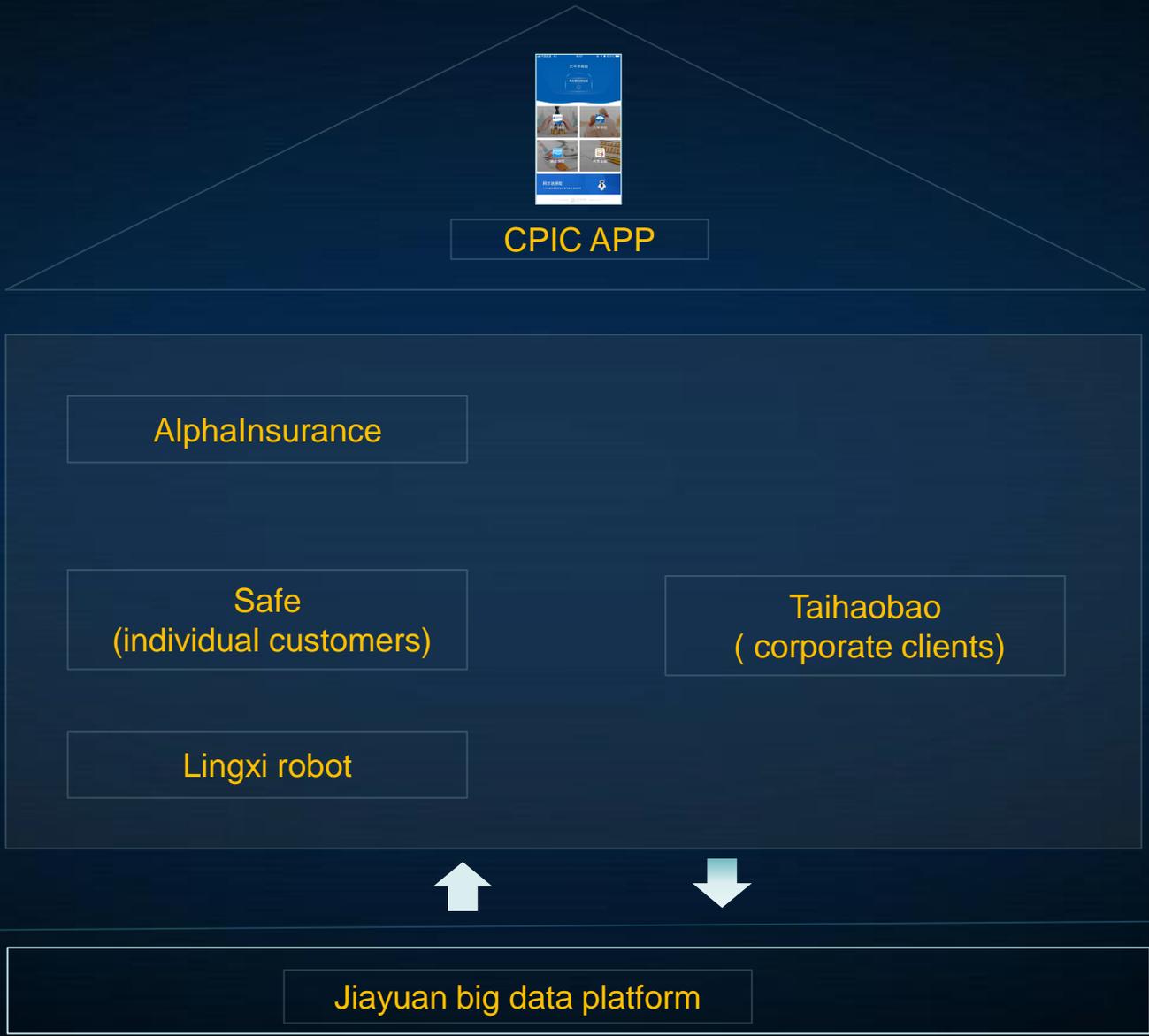
Customer service journey



Claims handling process



Technical platforms

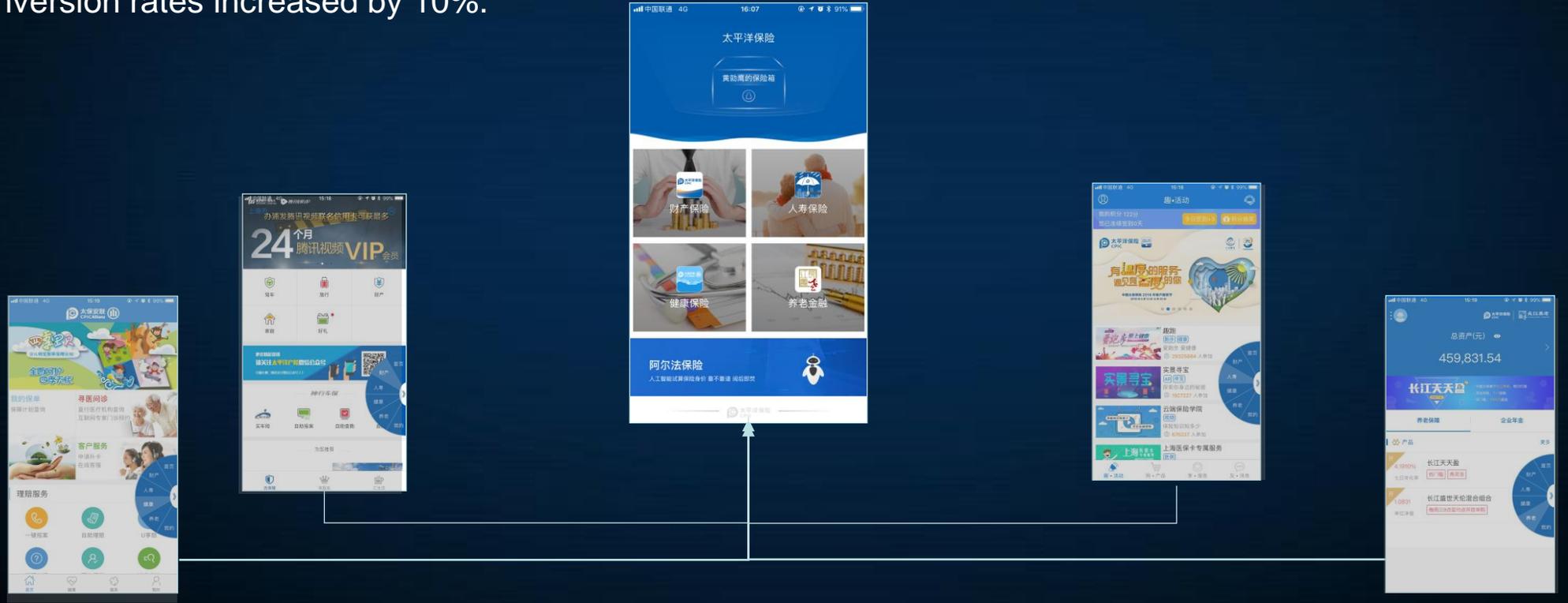




# Digital application - CPIC APP, unified customer interaction portal



Unified previously fragmented apps, like those of CPIC, CPIC Life, CPIC Allianz, E-baotong, providing an integrated mobile access portal for C-end customers covering property and casualty, life, health, pension and wealth management to enhance customer experience. Plan to cover 20mn customers by the end of 2018, with active and conversion rates increased by 10%.



Unified customer information

CPIC APP base

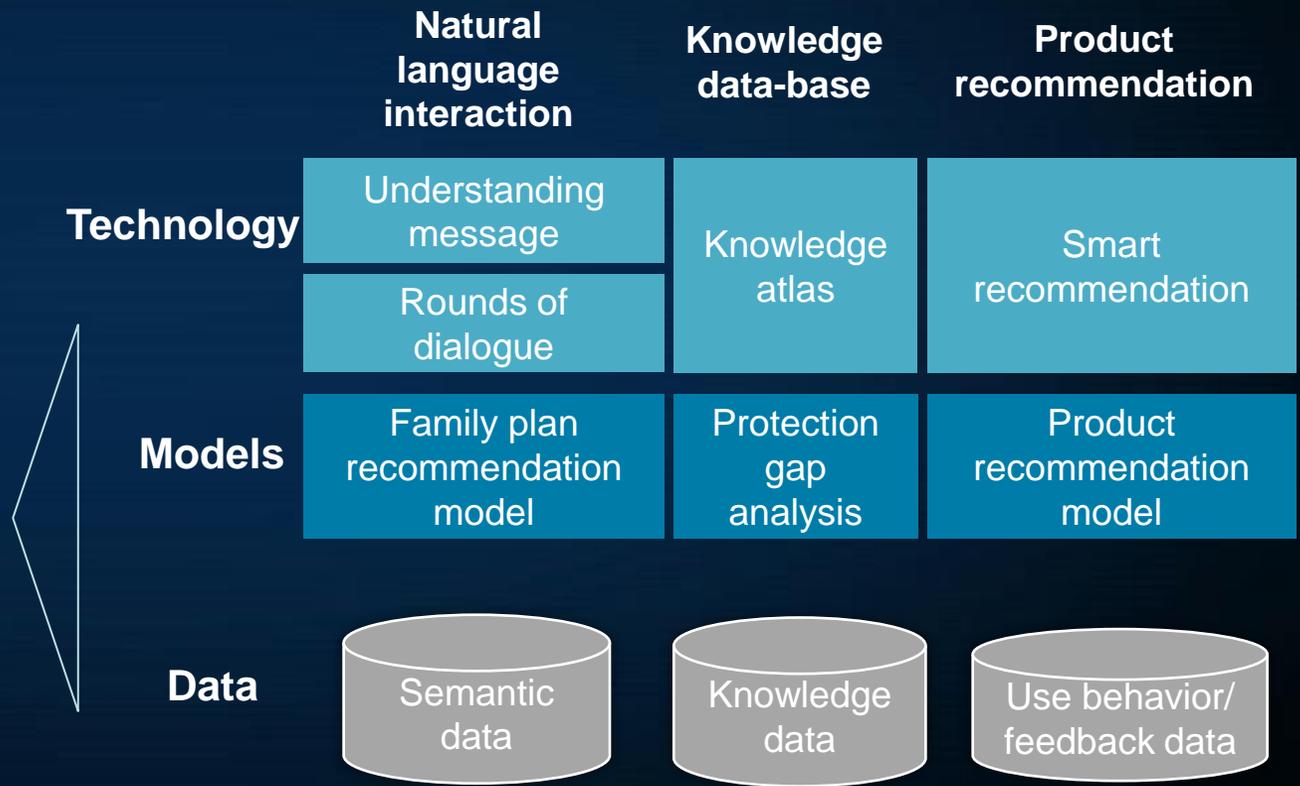


# Digital application- AlphaInsurance



An phenomenon product providing smart advisory service, the first of its kind in the industry. A robot capable of understanding natural languages and interaction, personalized insurance recommendation based on protection gap analysis, helping with insurance education. Attracted 200,000 users on the day of its debut, exceeding 1mn in 3 days and currently over 6.5mn.

- Understanding insurance ABC
- Obtaining plan recommendation





# Digital application - Insurance policy keeper "Safe"



An integrated platform for all individual customers, featuring full life-cycle policy service and value-added service, with 2 innovative designs for customer interaction, exhausting all possible interactions between customers and insurers, offering personalized customer services. So far 8mn customers own their own safes.

Customer initiating service

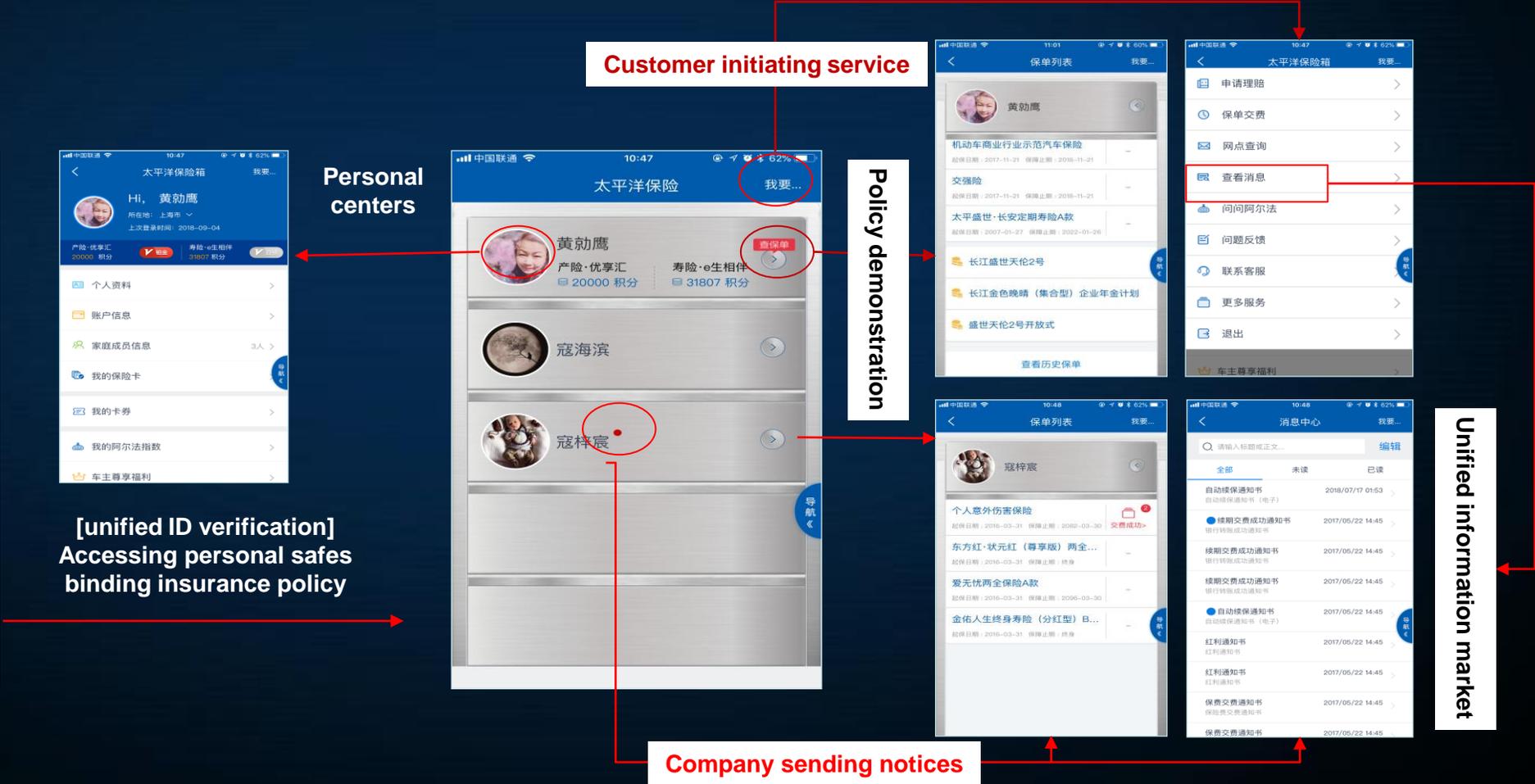
Personal centers

Policy demonstration

Unified information market

Company sending notices

[unified ID verification]  
Accessing personal safes  
binding insurance policy





# Digital application - the Lingxi Robot for smart claims management

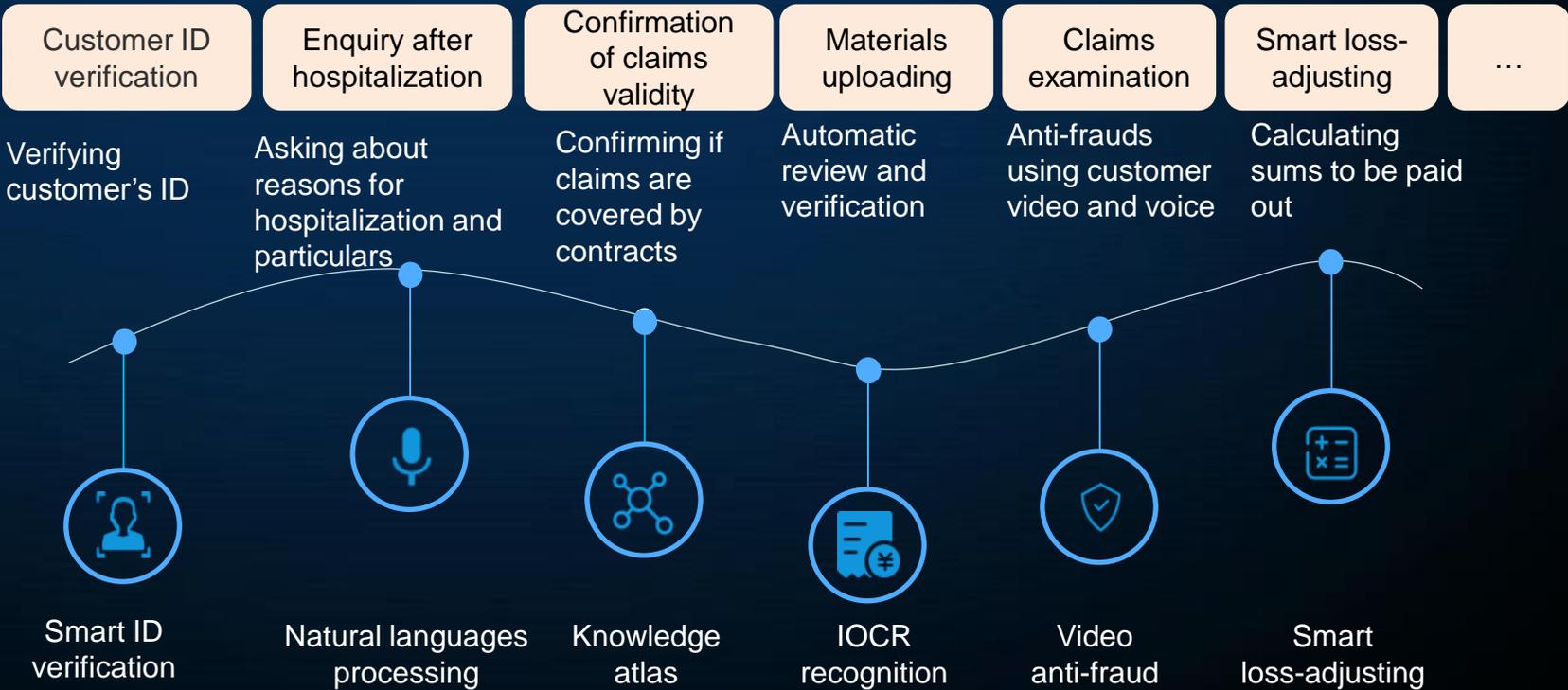


The Lingxi robots, underpinned by AI technology such as visual identification, language interaction, knowledge atlas, improve customer service procedures and extend the supply chain. Lingxi No.1 is installed in hospitals, facilitating claims handling. It went operational in 7 top-notch hospitals in Shanghai. Lingxi No.2 is mainly used in customer service centers. While handling claims, it also supports inquiry, queuing, customer information changes and insurance policy inquiry.



**New claims process**

**AI algorithm and technological support**





# Digital application - Taihaobao, the smart loss-mitigation service



A manifestation of reducing claims costs using technology. Automatic detection of unsafe driving behaviors leveraging biotechnology, image recognition, AI, and big data. Enables clients to improve safe driving record, lowering accident incidence and in particular, that of deadly accidents. 14,000 devices have been installed among corporate clients, with claims ratio down by 39%, and mortality down by 47%. Deaths per 10,000 vehicles reduced from 46 to 5, down by 89%.

### Frontal collision warning



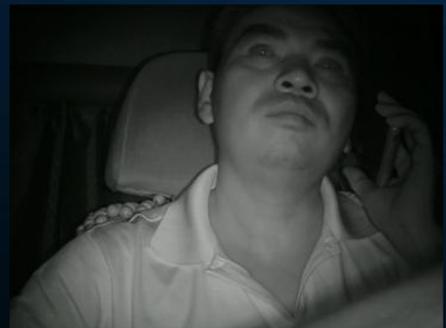
### Yawning



### Smoking



### Telephoning



### Distraction



保险 ADAS-部标数据平台

历史轨迹 车辆查询 报警次数统计 上传报警文件查询 报警明细查询 报警地图

综合监控

实时数据 报警数据

车牌号	所属车队	颜色	报警类型	报警来源	报警时间	报警地点
1 粤BDY078	安运第9组外出	黄色	分心二类	违规检测	2017-10-29T10:58:11	广东省>深圳市>宝安区圣尚路,新锦安壹号公
2 浙ASQ032	中通快递北京车队	黄色	偏离或逆指镜头	违规检测	2017-10-29T10:58:11	河北省>秦皇岛市>秦皇岛G0111(秦沈高速)
3 浙A1F488	中通快递杭州车队	黄色	前车报警	危险驾驶报警	2017-10-29T10:58:11	浙江省>杭州市>江干区G60(杭州湾环线高速)
4 粤BAE085	宏茂达车队	黄色	偏离或逆指镜头	违规检测	2017-10-29T10:56:11	广东省>深圳市>盐田区S271(长深高速,小径)

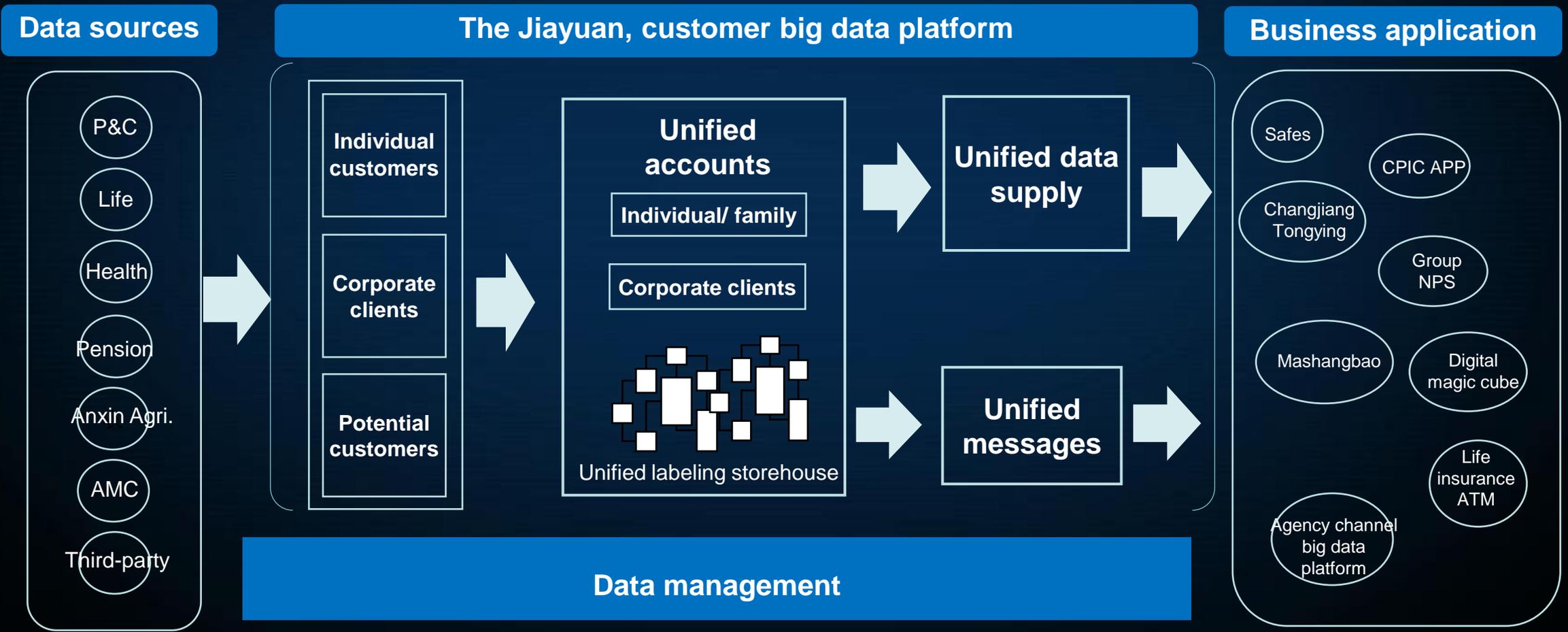
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10-29 11:03:31: [浙A9G010]前车报警  
10-29 11:03:26: [浙A7M093]前车报警  
10-29 11:03:17: [粤BAE085]前车报警  
10-29 11:03:23: [浙A9G010]前车报警  
10-29 11:03:10: [粤B21418]前车报警  
10-29 11:03:04: [粤BM7617]前车报警  
10-29 11:03:02: [浙A1L017]前车报警

536 922 183 36.76% 公安 地图车标: 行驶 停车 报警



# Digital application - Jiayuan, a customer big data platform

A customer big data platform integrating both individual and corporate customers. With enhanced data governance, it helps to improve data supply, which, in turn, empowers cross-sell, up-sell and resources-sharing. The platform now houses 629mn pieces of individual customer information, with data volume exceeding 170T and daily synchronization of 400-500mn pieces.



感谢聆听  
THANKS

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