BRIDGEi2i
INFORMATION · INSIGHT · IMPACT

Sales growth with AI-driven product recommendation framework for P&C insurer

CLIENT

The client is a P&C insurance leader in North America.

BUSINESS CONTEXT

A leading P&C commercial insurer wanted to develop and implement an AI-driven product recommendation solution for cross-selling to existing customers. This was intended to enable field agents to be more effective by providing them actionable insights.

BUSINESS IMPACT

$100M
Incremental GWP per year

76%+
Higher cross sell rate

Talk to us

How we delivered Value – Go to page 2

BRIDGEi2i used collaborative filtering models to help the insurer identify the most relevant products based on their clients' attributes and historic product holding patterns. The solution thus helped sales field agents in cross-selling.

Talk to us

SOLUTION DEPLOYMENT

BRIDGEi2i identified the next best products using machine learning models that:

- Integrated and aggregated proposal data, policy data, claims data & external clients attributes
- Prioritized customers using machine learning classifiers, based on their likelihood of buying the next product
- Identified the most relevant products based on customers' attributes & preferences that were observed from previous transactions, using collaborative filtering models

The AI solution is integrated with a campaign strategy based on the likelihood to purchase and the loss/profitability index, along with the most suitable product sets. The visualization tool with detailed customer-level insights enabled the field sales agents & underwriters to take appropriate next actions.

BRIDGEi2i delivers faster time to value and more accurate decisions

Learn how

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