

[IRDAI's directive on ABHA IDs to revamp healthcare & insurance: Leaders](#)



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Technology has played a pivotal role in the evolution of the Indian Insurance Industry. Technology has made processes simpler, faster, and more efficient. Previously, we used to manually fill out proposal forms, and issue physical cover notes and policy copies, and the claim settlement process was time-consuming. However, with the advent of technology, we can now settle claims with a single click, instantly communicate with people, and even conduct vehicle pre-inspections by simply capturing photographs. Undoubtedly, we have undergone a remarkable evolution thanks to technology.

Whether you are an insurance distributor or a customer (which, of course, everyone should be to cover their financial risks) this concise guide will help you harness the power of technology in the insurance industry.

### **How has Technology Evolved in the Insurance Industry?**

Technology has revolutionized the insurance industry by automating several key processes such as underwriting policies, maintaining customer data, deriving inferences from the customer data, settling

claims etc. The new-age digital platforms such as – Websites, Mobile Apps , and Bots have made it easier for customers to access products and for insurers and channel partners to increase their reach.

Thanks to the accessibility of the internet, you now have the convenience of selecting, comparing, and purchasing insurance policies from the comfort of your home, all while enjoying a cup of coffee. Registering a claim is now a simple process that can be completed within minutes, just at your fingertips. The insurance industry has wholeheartedly embraced technology to enhance operational efficiency and elevate the overall customer experience.

Let us explore the diverse range of technological tools available at your disposal and discover how you, as a customer can make the most of them.

- **Mobile Apps:** With the advancement of smartphones in the past decade, the emergence of mobile apps has significantly simplified the process to carry out transactions within minutes. Insurance companies have developed user-friendly mobile applications for customers that serve as comprehensive support, providing instant solutions for purchasing or renewing insurance policies. These apps offer a convenient option for filing claims, accessing information, and conducting pre-inspections, among other functionalities. By leveraging mobile apps, you can enjoy seamless transactions and round-the-clock access to insurance services from anywhere. You can effortlessly navigate through every step of the policy journey, including accessing policy details, making premium payments, and submitting claim filings with ease. Furthermore, in-app notifications and alerts on your phone ensure that you receive essential updates regarding your policy and claims, preventing you from overlooking policy renewals.
- **Online Platforms / Website:** An online platform or a website enables you to access a wide range of policy-related services. The process of purchasing and renewing policies becomes remarkably convenient as you can accomplish it entirely online, eliminating the need to physically visit insurance company offices. Online platforms offer flexible payment options, simplifying premium payments and policy management. You as a customer have the freedom to compare multiple policies, & make well-informed decisions based on your specific needs and budget.

**Moreover, you can independently register claims and renew your existing insurance policies, granting you a sense of self-sufficiency.**

- **Chatbots:** Chatbots are intelligent tools powered by AI that can engage in real-time interactions. AI technology has undergone significant advancements in recent years, becoming more adept at understanding customer intentions, providing product recommendations, initiating quotes, and addressing follow-up queries. Within the insurance industry, chatbots have become an essential component, offering secure, reliable, interactive, and engaging experiences while reducing reliance on human assistance. The introduction of Chat GPT , an advanced and enhanced iteration of AI, takes personalization to a new level by tailoring product recommendations based on your interactions, all while maintaining the utmost respect for data privacy. Chatbots prompt effortless & easy resolution to queries without the need for direct human interaction.
- **Leveraging Internet of Things ( IoT ):** IoT refers to a network of interconnected devices that gather and exchange data. IoT-enabled devices, such as sensors in wearables provide real-time information about policyholders, enabling the customization of insurance policies. For example, a health insurance provider can utilize data from smartwatches to incentivize you to adopt healthy habits. It's worth noting that IoT plays a crucial role in offering unique health insurance options, especially for elderly individuals at home, by leveraging Fall Detection

Technology in smartwatches, which enables immediate healthcare and rescue assistance when needed. Another notable use case is the Telematics Device in motor insurance, which forms the foundation of the PAYC - Pay As You Consume product concept. The Telematics Device installed in motor vehicles captures essential data such as speed, distance, and driving behaviour patterns, enabling insurers with data intelligence to offer product basis the vehicle usage & other information. This type of policy allows you to customize your motor insurance policy basis the usage.

- **Instant Claims Settlement:** Technology not only holds the power to help you register claims online but some of the minor claims in motor & health insurance can be settled instantly. Consider a scenario of a vehicle accident; a policyholder can get instant claims reimbursement just by filling up an online form & uploading a video/photo of the damaged vehicle (\*as per policy terms & conditions). Advanced techniques such as Computer Vision & Artificial Intelligence analyse & evaluate the uploaded video/photos within a matter of few minutes, facilitating the claims processing effectively.

Technology holds the potential to simplify & give you a seamless user experience. For those of you who are associated with various insurance companies as advisors or channel partners, here's a quick guide on how you can leverage technological advancements in insurance. If I have to ask you a simple question – How did you reach out or connect with your prospective customers back in the early years? There is a high possibility that your answer would be – going door-to-door, cold calling, attending events or taking references. Gone are the days when you waited for hours just to connect to a customer. Technology has bought the world closer, made communication faster & processes simpler.

- **Have you heard of Microsites?:** Microsites are personalized websites designed for individual channel partners to promote specific insurance products and services. Microsites help you expand your customer base by generating new organic leads, enhancing information credibility, and providing instant insurance services to your customers, all while benefiting you. For example, if you have a microsite of your own, you can effortlessly share your credentials with potential customers located anywhere across the country. Customers can conveniently access product information and make policy purchases without having to navigate complex websites. This not only boosts your online visibility but also ensures that the policy benefits are exclusively attributed to you. If you already have a website of your own, here is another enabler you need to know about –

- **Integration with Partner Systems:** Insurance companies can provide you with access to their technological infrastructure, such as APIs ( Application Programming Interfaces ) and integration capabilities. This allows you to seamlessly integrate insurance products and services of the insurer into your own systems or platforms. By integrating with partner systems, insurers enable a smooth flow of information and transactions, enhancing the overall efficiency and effectiveness of the partnership. This integrated platform acts as a bridge between the partner system and the insurer system.

- **Digital Portals –** Insurance companies develop digital portals for their channel partners, which act as an online office. You as an insurance partner can utilize these portals & carry out end-to-end business activities right from policy issuance to servicing customers. Digital portals are extremely handy & make you self-reliant.

- **Mobile Apps for Insurance Partners -** Specially curated mobile applications act as an 'office on the go'. Mobile Apps power ease of transaction, 24\*7 access to insurance services from anywhere, empower you to stay connected with your customers & provide them instant insurance solutions.

- ChatBots for Insurance Partners – Gone are the days when you were highly dependent on your relationship manager for getting a resolution to your business queries. Chatbots ensure speedy communication; help you get instant solutions along with other policy management & business-related services.

These technological tools enable you to reach out, communicate & service your customers efficiently. By leveraging these technological advancements, You as a customer can – Enjoy more convenient and personalized insurance solutions that meet your specific needs and preferences. You as a Partner can - Enhance your business operations, reach a broader customer base, provide a superior customer experience, and strengthen your collaboration with insurance companies.

While we acknowledge and embrace the technological advancements fuelling the growth of the insurance industry, it is important to recognize that the human touch and emotional aspect will continue to hold significance in this field.

(The article is authored by Aditya Sharma, Chief Distribution Officer – Retail Sales, Bajaj Allianz General Insurance. All views expressed are personal.)