

How AI Is Transforming Insurance Marketing

Proven use cases + keys to success



Get Ready for Radical Change

By now, you've likely heard extreme opinions about artificial intelligence (AI), ranging from "this is going to make us rich" to "this is going to mean the end of our jobs." The truth is that the power, value, dangers, and ethics of generative AI are unfolding before us in real-time—and it may be a while before we have a firm understanding of its implications. What's already clear is that generative AI will change work as we know it.

Insurance agencies and brokerages, which have traditionally been viewed as somewhat staid, are no exception to this change. It's already impacting us—and nowhere is the potential more immediate and significant than in the way insurance marketing and sales teams drive customer engagement. As the technology and tools evolve quickly and become more pervasive, some agents, underwriters, marketers, and other professionals will embrace AI and seek out new ways to wield these tools. Others will fear change and resist AI adoption. In either case, it will be incumbent on company or agency leadership to put guardrails in place that both monitor the eager adopters and encourage the apprehensive.

Organizations that adapt quickly and learn how to use AI to transform work and create value will enjoy significant competitive advantages.

This ebook will look at the factors shaping the AI transformation of insurance marketing, including:

- The history of generative AI
- Broader AI use cases for insurance organizations
- Proven AI applications for insurance marketing & sales teams
- Why access to enriched data will define AI success

What is generative AI—and where did it come from?

OpenAI’s ChatGPT—which is just one of many in the rapidly evolving AI space—is a sophisticated integration of some of the world’s large language models (LLMs) and AI-fueled learning techniques. What has made the ChatGPT platform different from existing AI tools is its ability to recall and synthesize any previous conversations and the unimaginable volumes of data accessible on the internet. In the context of marketing, this can translate to creating

tailored content, advertisements, or even innovative product suggestions in mere seconds.

But while it feels like ChatGPT and Generative AI arrived late last year, the reality is billions have been invested in the development of Generative AI over the past century.

A timeline of select landmark innovations in AI						
1932	1966	1985	2006	2011	2018	2021
Georges Artsrouni filed a patent for what was called a “mechanical brain.” His device was able to translate multiple languages and create coherent, conversational output.	MIT professor Joseph Weizenbaum engineered the first chatbot, which he called Eliza, that simulated human conversation.	A philosopher and engineer named Judea Pearl created a complex system that allowed machines to reason and engage in probabilistic conversations.	A data scientist named Fei-Fei Li developed visual object recognition.	Apple introduced its voice-powered Siri technology.	Google launched a system called BERT, which was able to gather information, contextualize it and provide rational responses to inquiries.	OpenAI introduces DALL-E, an AI platform that generates images based on textual prompts.

Solving key challenges for insurance companies and agencies

The value of AI tools—fueled by highly enriched customer data—is becoming critical for insurance companies and their agents in the face of some key challenges, including cost pressures, the emergence of non-traditional competitors, the mass retirement of highly skilled sales and service people, and a worsening labor shortage.

From a skilled labor perspective, Generative AI tools can fill the gaps of smaller workforces by automating tasks that were once uniquely human. With the right data, AI-enabled platforms can fully execute marketing campaigns, deliver highly targeted content to customers and prospects, and even create customized products or bundled offerings that meet specific customer needs at a given moment in time. These tools can also automate service interactions that require deep knowledge of each individual customer.

AI platforms can also alleviate the problems that arise when experienced agents retire, and new agents enter the industry with little training. New hires can be brought up to speed faster with personalized training that focuses on specific skills, workflows, markets, and product portfolios. Unlike legacy training platforms, AI tools can also provide real-time support as newer workers engage with customers, prospects, or co-workers.

AI impacts span across the insurance organization

Sales & marketing: AI platforms can ingest highly enriched data and create highly customized output for each customer—including content, campaigns, offers, and custom products. AI can also make it easier for sales representatives and marketers to explore new markets or expand into new digital channels. These capabilities can also quickly close skill and productivity gaps for newer sales representatives or agents.

Customer service: Think beyond the chatbot you experience on most ecommerce sites. Instead of just cranking out programmed answers, new AI tools will use logic and reason to provide specific answers for customers both on the phone and online. As AI reasoning capabilities improve, it will allow for increasingly complex problem-solving.

Claims: The biggest customer service complaints tend to center on process delays and slow access to account or incident information. For even moderately complex claims, AI could complete a weeks-long claims process in days, hours, or even minutes. Even if a process isn't fully automated, an AI platform can provide agents and adjusters with critical information instantly—all while the agent interacts with the customer.

Underwriting: Assessing risk is one of the most data-intensive processes across all sectors of business—not just insurance. Organizations are quickly adopting AI tools and leveraging their analytical functionality to assess and mitigate risk. The complexities—and implications—of the underwriting and pricing processes are a perfect early application for AI platforms. Those who master the use of the tool are likely to have a competitive edge in pricing and profitability.

Fraud detection: One of the things that makes AI tools so fascinating is their ability to detect patterns and anomalies. The belief is that AI platforms will be able to uncover even the most carefully crafted fraud. This could be one solution for alleviating the \$40B annual problem that erodes the profitability of insurance companies worldwide.

Transforming marketing & sales: AI-powered customer engagement

By now, opportunities with generative AI are nearly endless, but some of the most exciting and accessible use cases center on using the tools to drive better customer engagement—at scale. Innovative insurance organizations will increasingly put AI to work to change how their marketing and sales teams operate: giving them powerful AI boosts that solve for longstanding pain points and bottlenecks, as well as unlocking new levels of customer intelligence and connecting those insights to automated action.

Here are several ways generative AI can impact insurance marketers' work today. By incorporating these seven uses of generative AI into your marketing and sales strategies, you can unlock new levels of personalization, efficiency, and innovation. This not only enhances the customer experience but also provides a competitive edge in the insurance market.



**78% of consumers
say they're more
likley to respond to
personalized messages**

(Salesforce)

7 ways generative AI can help insurance marketing and sales teams

- 1. Personalized marketing campaigns:** Generative AI can analyze vast amounts of customer data to identify patterns and preferences, enabling insurance agencies to create highly personalized marketing campaigns. Instead of generic advertisements, agencies can now produce content specifically designed for segmented audiences—increasing engagement and conversion rates.
- 2. Automating content creation:** Creating unique content for different platforms and audiences can be resource-intensive. With generative AI, insurance agencies can automate the content creation process, generating everything from blog posts to social media snippets tailored for specific demographics or customer personas.
- 3. Chatbots & customer support:** Generative AI can power chatbots that provide real-time, personalized assistance. For insurance agencies, this means customers can get instant quotes, policy explanations, or claim updates without having to wait on-hold or navigate through multiple web pages.



**Less than one-third
(29%) of insurance
customers are
satisfied with their
current providers**

(Accenture)

7 ways generative AI can help insurance marketing and sales teams, cont.

4. **Enhanced data visualization:** Visual representation of data can make complex insurance products easier to understand for potential clients. Generative AI can transform intricate data sets into interactive and engaging visuals, making it easier for marketers to communicate value propositions
5. **Efficient lead generation:** Generative AI can assist sales teams in generating high-quality leads. By analyzing customer data and online behavior, it can identify potential leads and provide insights for targeted outreach. This approach streamlines the lead generation process and helps insurance agents focus on the most promising opportunities.
6. **Hyper-personalized customer engagement:** Generative AI allows insurance marketing teams to deepen their understanding of customers through personas and social listening. This knowledge can be used to develop personalized marketing materials and hyper-personalize customer engagement. It ultimately leads to increased revenue through higher conversion, retention, cross-selling, and better customer engagement.
7. **Reinventing industry models and value propositions:** Generative AI offers the potential to create new insurance products and services based on holistic generative AI models. For example, you can develop integrated insurance and assistance chatbots using internet-of-things (IoT) data or create needs assessments and product bundling for small businesses. This reinvention can lead to revenue growth and reveal new opportunities for insurance marketing and sales teams.

Why enriched data will fuel AI success

The core power of AI lies in its ability to process enormous amounts of data and extract usable insights instantly. But like any other kind of engine, an AI-powered customer intelligence engine is only as good as the fuel you put in. To use a familiar phrase in the data science world, “garbage in—garbage out.”

So, if you’re creating product offerings, generating marketing messages, or streamlining customer service interactions, the quality of the AI output—and the quality of the experiences for the customers and prospects you’re engaging—will be greatly influenced by relevant, personalized data.

For example, consider a married couple in their late fifties. Imagine you know that they have one kid in college, one just starting to drive, and one about to get married. They own their home but are considering moving. The wife owns a business that she is considering selling and the husband is about to retire and open a consulting business. You also know how much equity they have in their home, their FICO scores and the value of significant assets, ranging from a vacation home to vintage cars to rental properties.

This kind of data is a game-changer for insurance companies. Instead of creating and delivering generic offers, campaigns, content, and communications, you can use AI to input highly personalized data—enriched by knowledge of specific life events—and create compelling customer and prospect experiences.

So, where can insurance companies get enriched data?

Most organizations use some sort of customer relationship management (CRM) platform to automate multiple workflows, including sales and marketing. But the advent of AI creates two problems for legacy CRM systems:

- They tend to be “horizontal” in their design, which means a furniture manufacturer, a hospital, and an insurance company could all be using the same CRM. So, there’s no accounting for the nuances of the industry.
- Most CRMs just manage your internal data. It knows precisely what you’ve told it and nothing more.





A customer intelligence platform built for the age of AI

The reality is most CRMs and customer engagement tools simply weren't built for the demands of an AI-driven future. Insurance organizations will be forced to manage manual data hygiene and data integration processes that limit or prohibit the real-time capabilities of AI tools. That's why **Total Expert Customer Intelligence** is such a game-changer. It's purpose-built to help insurance organizations and financial institutions leverage the power of AI.

1. Build integrated, high-quality customer profiles: **Total Expert Customer Intelligence** brings all your customer and prospect data—from disparate point solutions and internal data streams—into a single, comprehensive customer profile that enables your agents to have more meaningful conversations with each customer about their insurance needs.
2. Enrich profiles with third-party data: Total Expert continuously enriches those customer profiles with high-quality financial data from third-party sources, giving you actionable insights that extend across your customers and prospects lives.
3. Extract powerful customer intelligence with built-in AI: Embedded AI tools find the golden nuggets of customer intelligence buried within all that data by cross-referencing data points to identify and flag key life events or purchasing triggers that present valuable opportunities for engagement, education, and hyper-relevant offers.
4. Automate and scale hyper-personalized multi-channel engagement: Total Expert Journeys give you pre-built, automated engagement campaigns that use the Customer Intelligence insights to drive multi-channel engagement campaigns that speak to hyper-personalized needs. Best of all, these automated tools enable your agents and marketing team to act on AI-generated customer intelligence—at scale.

Want to learn more about the Total Expert platform and customer intelligence solution for insurance organizations? [Start here.](#)



About Total Expert

Total Expert is the purpose-built customer engagement platform trusted by more than 200 financial enterprises. Total Expert unifies data, marketing, sales, and compliance solutions to deliver the perfect customer journey across every financial milestone—in any market. Total Expert turns customer insights into actions that increase loyalty and drive growth for modern banks, lenders, credit unions, and insurance companies. Total Expert is now available for purchase on the AWS Marketplace and Salesforce AppExchange.

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