Tool aND Example

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| Areas of implementation for digitalization and AI: Tool |
| A. Digitalization and AI matrix |
|  | Digitalization and AI to strengthen market position |  |
| Current business model | **3. Market development through digitalization and AI*** Topic
* Topic
 | **4. Innovation through digitalization and AI*** Topic
* Topic
 | New business model |
| **1. Professionalization through digitalization and AI*** Topic
* Topic
 | **2. Perfection through digitalization and AI*** Topic
* Topic
 |
|  | Digitization and AI to increase productivity |  |
| B. Decision and implementation |
| Implementation area | **Key points** | **Decision or measure** | **Deadline** | **Responsible** |
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| Areas of implementation for digitalization and AI: Tool and example (insurance) |
| An insurance company launches a digitalization and AI program. At the outset, the possible areas of implementation are developed in order to have a solid basis for decision-making regarding priorities. |
| A. Digitalization and AI matrix |
|  | Digitalization and AI to strengthen market position |  |
| Current business model | **3. Market development through digitalization and AI*** Introduction of digital KAM
* Implementation of Web-line "Question and Help"
* Concept and implementation of digital marketing/AI social media
* Introduction of eBroker Package 2.0
 | **4. Innovation through digitalization and AI*** Concept and implementation of web shop and bot "Smart Insurance" (AI solutions in private customer business)
* Introduction of digital services in the corporate customer business segment
* Concept and piloting of Digital Access 2.0
 | New business model |
| **1. Professionalization through digitalization and AI*** Improvement and rollout of CRM solution (company-wide)
* Automation of status and damage reports, including document management
* Digital, professionalized project portfolio management
 | **2. Perfection through digitalization and AI*** Concept and implementation of eHR and ePD
* Digitization of relevant customer processes (customer journey)
* Introduction of Digital Knowledge Insurance 1.0
* Digitization of all sales processes
 |
|  | Digitization and AI to increase productivity |  |
| B. Decision and implementation |
| Implementation area | **Key points** | **Decision or measure** | **Deadline** | **Responsible** |
| 1.1. Improvement and rollout of CRM solution | * Company-wide implementation of CRM
* Increased efficiency in sales and service
 | * Implementation of stages A to D by the end of the year
* Reporting of efficiency improvements in the digital scorecard
 | 12/15 | Nowak |
|  2.1 ... | ... | ... |  |  |