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 ... | | ... | ... | |  |  |