

Zurich Ecuador

Bdeo is working with Zurich Ecuador to offer its customers a digital, personal and fast solution that allows them to manage their policy underwriting process and claims process.

Zurich Ecuador is undergoing a digital transformation process in which this initiative with Bdeo will allow them to meet their customers' needs with better results, significantly reducing management time and achieving a better quality of analysis.

The challenge

To optimise costs and improve its time-to-market and claims settlements in order to position the company as a benchmark in the sector.

The current cost of field inspectors in pre-sales process and claims inspectors is a significant cost in budget thus the market constantly demands digital and remote solutions. For Zurich Ecuador, innovation, customer centricity and simplification are the core of the business, and as part of this strategy it was needed to cut expenses and improve time-to-market to close faster businesses, and be a top player in the market.

The solution

Creating a digital, personal and fast solution to meet the needs of your customers.

We have designed a solution that better fits our customer's needs by being:

- Digital, all process is completely paperless with no Zurich agent's assistance, with no need to download any mobile app from the known stores
- Personal, customers benefit from this solution as they can make the process when and where they want, no pressure nor schedules to get their insurance or claim settlement
- Fast, the process can take up to 8 minutes to complete in both services video call and/or self-inspection, which is a quicker deliver compared to physical inspection which took 30 to 45 minutes

Benefits



More than 70% adoption rate



Customer Satisfaction Score (CSAT) of 94%



AI accuracy of 91%



Ratio of inspections approved 95%



The number of digital inspections since quick off is around 2.000 cases, while physical cases is around 1.000



With Digital Inspection solution have an average handling time of 8 minutes compared to 24 hours (faster time-to-market)



Reduction of fraud, improving our data, which is also critical for business.

Customer experience

Development of the solution with the aim of helping our clients throughout the whole process of contracting the policy and managing a claim.

The solution is targeted to all potential customer who require a vehicle insurance and for our current clients which held a policy with Zurich Ecuador. The target customer is someone with a smartphone and internet connection.

Digital inspection user experience is intuitive and easy-to-use. Smooth and engaging, as it guides the customer step by step in the process. Compared to market competitors, customer do not require to download any app from stores, our adoption rate rises with this and overall satisfaction increases.

The uniqueness of the solution lies in the fact that it helps Zurich Ecuador to better assess the risk of insuring and settle a claim. It uses artificial intelligence with preconfigured algorithms to calculate the level of damage along with Optical Character Recognition to avoid fraud of plates and Vehicle Identification Number. It has fraud controls over the customer journey so they can't be able to upload any picture from their storage.

What's next

Digital transformation is a priority for Zurich Ecuador, a strategy that will be reinforced thanks to solutions such as Bdeo that allow processes to be automated and managed more efficiently.

The future of Zurich Ecuador in its journey of digital transformation, with the digital inspections of BDEO, looks promising and brighter. Our next step is to automatically approve inspections without any human intervention, meaning, zero Zurich agent assessment or guidance from quoting the policy until the payment process. Our intention is to apply virtual intelligence in other lines of business, like Home, SME and Corporations Insurance.

Secondly, our aim is to integrate with one of the biggest spare parts vendors of the country, with the intelligent damage calculation of BDEO we will be able to offer our customers a faster delivery in the cost estimation of the damage triggering a rapid settlement and higher satisfaction for them, and for Zurich a significant reduction in time and a better quality analysis.

Testimonials

"Zurich Ecuador is committed to the digital transformation of the company. To this end, solutions such as Bdeo allow us to manage both policy underwriting and claims in a much more efficient way, saving costs and offering an enhanced customer experience to our clients."

Juan Xavier Bolaños, Digital Strategy Lead, Zurich Ecuador

"One of Bdeo's goals is to optimise insurers' processes thanks to automation, something we have achieved with Zurich Ecuador by working together, identifying their needs and relying on our Visual Intelligence technology."

Julio Pernía, CEO Bdeo

