Underwriting Initiative of the Year

FWD

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FWD won the award for Underwriting Initiative of the Year thanks to its vision of changing the way people feel about insurance. A customer-led approach based on innovative propositions and easy-to-understand products, supported by digital technology has made its customers' insurance journeys simpler, faster, and smoother.

For example, in 2021 the insurer launched its AI+ Smart Insurance Framework – a comprehensive data strategy designed to integrate artificial intelligence into the journeys of its customers, partners, and agents.

In 2022, FWD observed limitations in its underwriting risk management approach and processes by realising that reliance on human judgement may lead to inconsistent outcomes and lengthier onboarding times. Additionally, it became clear that existing underwriting process only provided a momentary view of a customer's status, without considering future risks which could expose the insurer to unforeseen factors.

In 2023, FWD commenced its AI underwriting initiative to improve the purchasing process for its customers – providing a smoother underwriting experience coupled with faster onboarding and improved risk management.

The firm's AI underwriting initiative marks a significant transformation in its underwriting process: by combining predictive analytics and machine learning with traditional rule-based underwriting in its AI pre-approval (AIPA) model, FWD can leverage a wide range of internal data sources such as policies, claims, applications and medical histories to deliver risk assessments at the insurance benefit level.

Such a granular approach to risk assessment allows for a tailored evaluation; providing a more accurate understanding of specific and potential risks associated with each benefit category: life, crisis/critical illness, medical, accident and total permanent disability.

To that end, in December 2023, FWD launched its first AI underwriting pre-approval initiative in Thailand for its agency channel. The firm's AI model identifies low-risk customers eligible for pre-approved simplified issuance offers (SIO) and guaranteed issuance offers (GIO) for selected insurance products.

Such insights are then integrated into the FWD Cube – the insurer's all-in-one e-point-of-sales application: enabling agents to proactively cross-sell products to eligible clientele.

Eligible customers are offered a simplified medical questionnaire and can bypass standard medical examinations, facilitating a smoother, faster underwriting process, potentially up to 60% faster than traditional full underwriting, the insurer says.

FWD agents can easily identify those qualifying for pre-approved SIO/GIO on FWD Cube, enabling them to prioritise leads and follow-up actions more effectively. Such enhancements and the improved customer experience resulted in 3.6 times uplift in conversion rate from December 2023 to April 2024.