

# Enhancing Business Intelligence with **Generative AI for a Leading Insurance Provider**

## CASE STUDY



### About Client

A Leading Insurance Provider



### Industry

Insurance



### Service

Gen-AI, Business Intelligence and Data Analytics



## Business Needs

Our client, a leading insurance provider was facing challenges in effectively analyzing vast amounts of business performance data. The existing process was cumbersome, and required manual analysis of multiple reports

and dashboards to access key performance indicators (KPIs). The client required a solution that would simplify this process, enabling quick, accurate business intelligence and actionable insights on-demand.

## Business Challenges

The primary challenges faced by the client included:

- ▶ **Complex Data Analysis:** The process to generate insights from performance data was not only time-consuming but also complex, involving extensive manual effort.
- ▶ **Inaccessible Insights:** Key insights were buried in various reports, making it difficult for decision-makers to access and act on them quickly.
- ▶ **Demand for Real-time Data:** There was a growing need for real-time business intelligence to make agile business decisions.

## Business **Solution**

To address these challenges, NSEIT designed and implemented a Generative AI-powered solution. The solution was designed using GPT 3.5 Turbo as the core language model. This solution allowed users to:

- ▼ **Interact Naturally:** Users could ask questions in natural language to instantly generate analytics, tables, and visualizations.
- ▼ **Customizable KPIs:** The system supported customized prompts tailored to calculate KPIs based on specific formulae and data hierarchies provided by the client.
- ▼ **Simplified Data Analysis:** The solution streamlined the analysis process, eliminating the need for coding or manual data manipulation through filters and dropdowns.

## Technology **Stack**

- ▼ **Generative AI (GPT 3.5 Turbo):** At the core of the solution, facilitating the natural language processing and data analysis.
- ▼ **Custom AI Interfaces:** Designed to meet the specific data analysis needs of the insurance provider.

## Project **Differentiator**

By integrating a customized Generative AI solution, the client has not only streamlined the data analysis process but also ensured that actionable insights are more accessible than ever before. Here's an overview of the core components that differentiate this project:

- ▼ **AI-Powered Natural Language Interface:** Our implementation of a natural language interface allows non-technical users to generate analytics directly, fostering a data-driven culture across the organization.
- ▼ **Customization at Its Core:** The ability to customize prompts for specific KPI calculations ensures that the insights generated are not only accurate but also directly applicable to the client's strategic objectives.
- ▼ **Security Within the Firewall:** By maintaining all data analysis processes within the organizational firewall, we've provided a solution that harnesses the power of AI without compromising on data security, addressing a significant concern in the insurance sector.

# Business **Impact**

The deployment of this AI-powered solution significantly transformed the client's approach to business intelligence:



**Enhanced Accessibility:** Decision-makers could access insights quickly and efficiently, drastically reducing the time taken to retrieve actionable information.



**Operational Efficiency:** The simplified process for data analysis enabled the client to focus more on strategic activities rather than operational complexities.



**Improved Decision-Making:** With real-time insights at their fingertips, the client was able to make quicker, more informed decisions, enhancing overall business agility.

## About **NSEIT**

NSEIT Limited is a digital native technology company that engineers world-class solutions to help our global customers accelerate their digital transformation journeys. Our key service pillars are Application Modernization, Business Transformation, Data Analytics, Infrastructure &

Cloud Services, and Cybersecurity, through which we create intuitive digital experiences and tangible business impact. For over two decades, our innate drive for excellence has made us the partner of choice for global organizations. At NSEIT, we fuel digital progress.

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