

# Global insurance company achieves 89% engagement rate in 1/3 of the time

In the digital era, the insurance sector faces an information explosion. Teams are overwhelmed, spending valuable strategic hours trying to track market shifts. With powerful AI, qualitative content analytics, and streamlined analysis tools, decision-makers can easily extract the signal from the noise, spending time on high value projects that move the needle across their enterprise.



## The information avalanche

As the insurance industry navigates the digital era, the surge in available information emerges as both an asset and a challenge. The innumerable insights that hold the potential to enhance decision-making, paradoxically present an overwhelming task. Efficiently processing and extracting key insights from this vast pool of news, reports, and premium content has become critical, particularly in complex and regulated industries such as insurance.



## The role of insurance professionals

Amidst the data deluge, the sector recognizes the critical need to allocate more human resources to deciphering and utilizing this vast reservoir of insights. However, relying solely on internet analysts performing semi-manual tasks is insufficient to keep pace with the incessant flow of information and the dynamic nature of the industry. The shift from tedious to strategic is in full swing.



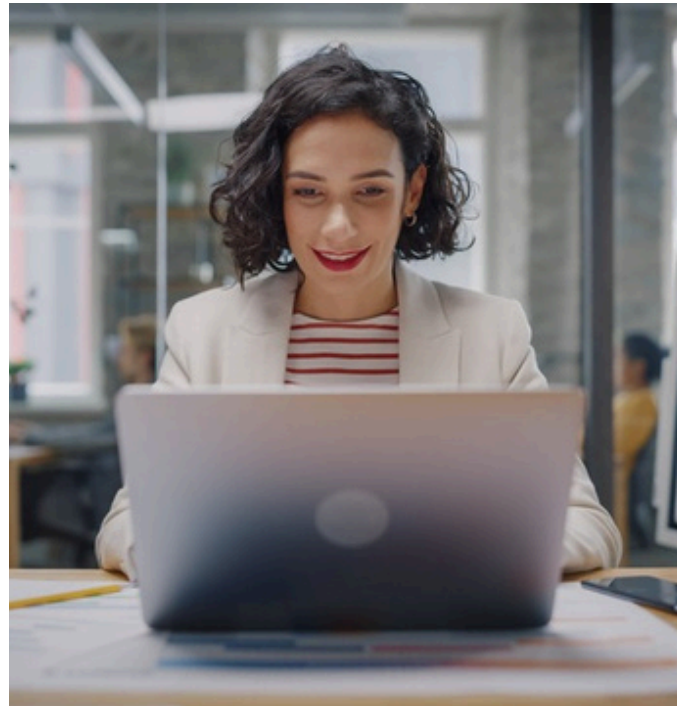
## The emergence of cutting-edge tech

The escalating complexity of insurance data has led the industry to embrace cutting-edge technologies aimed at comprehending the complete information landscape, accelerating time to insight, and enabling decision makers at scale. From AI, analysis workflow automation, to insights distribution integrations, these technological advancements empower insurance enterprises to efficiently manage the data surge and empower decision makers across the organization with meaningful insights.

# The background

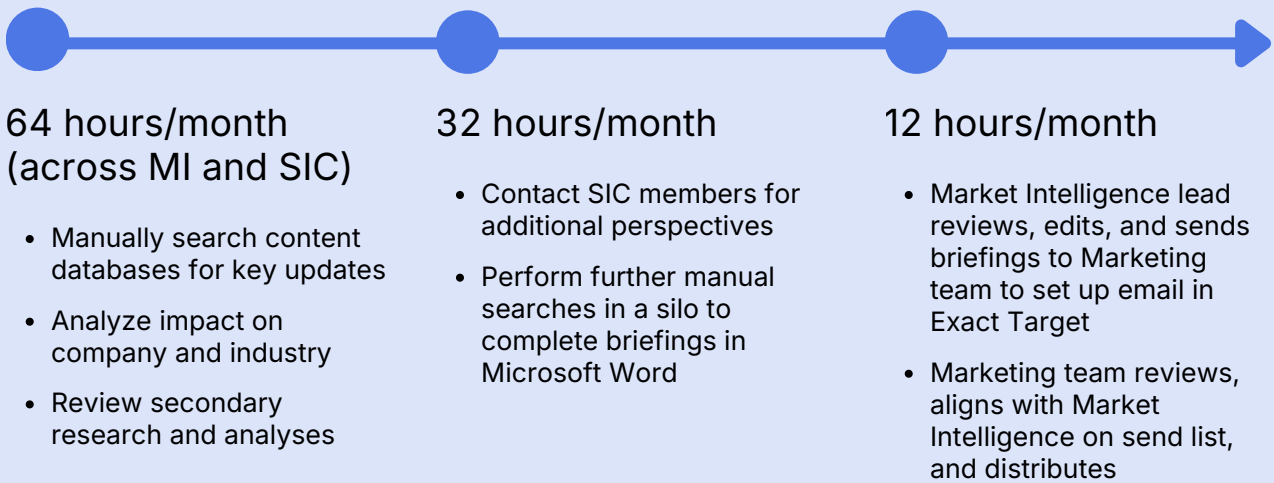
A leading commercial property insurer working with 1/3 of Fortune 1000 companies faced significant intelligence challenges. The Market Intelligence (MI) team and Strategic Intelligence Council (SIC), comprised of 12 executives representing their departments across the enterprise, struggled to monitor, analyze, and share crucial updates across strategic and market intelligence initiatives. Their data feeds were overwhelming, of low relevance, and the insights distribution mechanism via newsletters and reports was extremely manual, requiring interaction with a 3rd party in marketing department to prepare and distribute.

As a result, the team risked critical knowledge gaps, limited time for high value strategic efforts, and low insights value due to engagement across the enterprise.



# Quantifying the problem

## The process



## The Problems

- 1,296 hours per year (across MI & SIC)
- 31 days time to insight
- Increased underwriting risk
- Tedious monitoring stole time from strategic initiatives
- Missed sales opportunities

## The objective

By implementing an analysis platform to drive stakeholder collaboration and engagement, that could also build and send newsletters and reports, the surveillance and communication of market insights would become efficient and scalable. With a streamlined information filtering tool to enhance data feed relevance, the solution would drive faster time to insight, meaning more time could be spent on high-impact strategic activities across the enterprise.

“Infodesk’s platform has become our library of insights, activating a new level of intelligence sharing across the organization.”

Researcher, Chief Executives Office

## The solution

- A **one-stop shop** for the comprehensive surveillance of commercial property insurance updates and market moves, ensuring key insights are not missed, and enhancing proactive risk management
- **Ai-powered filtering** to minimize information noise, delivering precisely curated insights from open web and premium information sources (e.g., Lexis Nexis etc.) reducing the risk of overlooking vital market trends, risks amongst insured clients, and regulatory sources
- **Deliverable production suite** to rapidly derive insights, build newsletters, reports, and dashboards, and send to stakeholders all from the same platform. Make these deliverables on brand and highly engaging to increase the engagement rate and ROI of the insights across the enterprise.

## The outcome

AI-powered intelligence drives efficiency across:



### Underwriting and Risk Management

- Assessing and monitoring evolving commercial property insurance risks.
- Swiftly identifying emerging trends for proactive risk management.
- Monitor reinsurance market to identify risks and false claims.



### Strategy and Trends

- Monitor key trends to inform strategic decisions across the SIC.
- Collaborate in teams to develop strategic reports.
- War game and plan corporate strategy in one platform.



### Market and Competitive Intelligence

- Identifying opportunities to sell policies in new geographies.
- Customer needs analysis to tailor insurance products to market needs.
- Competitor benchmarking against industry peers.

## The impact

1

Achieved an exceptional **89% engagement rate** for their intelligence briefs, empowering decision-makers across the enterprise.

2

Saved the SIC and MI team **over 70% of their time** spent monitoring and sharing insights, by reducing noise and streamlining analysis processes.

3

**Reduced time-to-insight** and empowered decision makers with access to actionable insights throughout the organization, resulting in a reduction in underwriting risk, fraud identification, and corporate strategic planning.



## The future

Having experienced the benefits of unifying strategic and intelligence work into one platform, the client is now looking to leverage Infodesk's team of insights services experts to outsource monitoring and curation, and send additional deliverables.

This will further enable the market intelligence team and top level executives to spend time on high impact strategic activities.



# 70%

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# 89%

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## Intelligence. Activated.

Infodesk is the SaaS solution that transforms intelligence into action. It helps teams identify what matters, embed insights into workflows and stay prepared for anything, with full traceability and design optimized for high-pressure environments.

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