

“

We see great potential in our unstructured text data. The project with Capgemini gave us a better understanding of the steps we need to take in order to unlock the value”

Minda Asgard Musk

*Head of Customer Analytics,
Private Division*



Gjensidige builds on 200 years of tradition and service with state-of-the-art technology

Capgemini and IBM Watson help Gjensidige find the ‘voice of its customers’

Gjensidige is a leading Norwegian insurance company that has been providing peace of mind to its customers for over 200 years. Gjensidige offers life, health and asset insurance in both private and commercial sector in Norway, Sweden, Denmark and the Baltics. In Norway, the company also offers banking, pension and savings services.

Challenge

Gjensidige saw a big potential in mining existing data from various operational sources in order to provide better and more streamlined services to its customers while at the same time increase the integrity, accessibility and confidentiality of the customer data. Gjensidige aimed at centralized control of collation. As the data was often stored as text, it was hard to collate, analyze, process and present. Furthermore, the data often featured difficult to understand insurance terms only manually available and not suitable for statistical analysis.

Overview

Customer: Gjensidige

Industry: Insurance

Location: Norway

Client Challenges / Business Need: collect and analyze disparate customer data

Solution-at-a-glance: IBM Watson Explorer

Results:

- IBM Watson was trained to understand Norwegian and insurance terminology
- Improved analytical capability for management
- Clear information on customer demographics and opinions

Solution

Capgemini was consulted and suggested to use IBM Watson technology to collect and analyze the maze of disparate data. IBM Watson Explorer was evaluated to be ideal for learning how to interpret specific phrases, terms, and problems and experiences described in the data. Gjensidige was then able to collate, analyze, learn and finally uncover vital information.

Gjensidige Customer Analytics team in collaboration with Capgemini trained Watson to read and analyze data from various disparate channels. The solution collated the vast amount of data and provided Gjensidige and Capgemini with clear, actionable information and insight.

Results

On an overall level, the ability to uncover the 'Voice of the Customer' has helped Gjensidige management to better understand its customers, increase information quality and security and accordingly take necessary actions to improve their services. Analysis based on structured information combined with raw textual information, will enable Gjensidige to carefully measure customer opinion in order to prevent churn. The result will be better customer service and the customer experience. Through this project, Gjensidige has gained access to invaluable information hidden in its unstructured data.

The Collaborative Approach:

The Collaborative Business Experience is central to Capgemini philosophy and a pillar of our service delivery.

Gjensidige and Capgemini experts had to work closely in order to train IBM Watson Explorer how to read disparate insurance data. Gjensidige was responsible for clarification of expectations and insurance related expertise, while Capgemini was responsible for the Watson as well as carrying out the specific analysis work. Together, Capgemini and Gjensidige made full use of the machine-learning aspect of the IBM Watson technology.

About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is a global leader in consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at
www.capgemini.com

About Gjensidige

Gjensidige is a Nordic insurance company. They safeguard life, health and assets for customers in private and commercial sector in Norway, Denmark, Sweden, Estonia, Lithuania and Latvia. In Norway, the customers are also offered products such as banking, pensions and savings. Gjensidige is listed on the Oslo Stock Exchange.

Learn more about client at:
www.gjensidige.no

For more information on this project, please contact:

success.story.in@capgemini.com