



InsurTech Practices of ZhongAn Automobile Insurance

Peng Yong

pengyong@zhongan.com

ASHK 3rd General Insurance Seminar
Friday, 19 October 2018



ACTUARIAL SOCIETY
of
HONG KONG
香港精算學會



— CONTENTS —

State-of-the-art

- ● ● **Technical Practices Enable Automobile Insurance** ● ● ●

Prospects





01

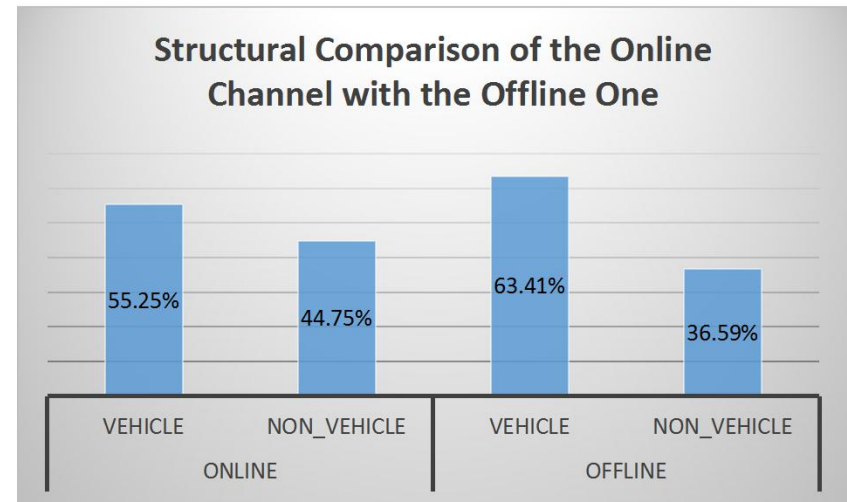
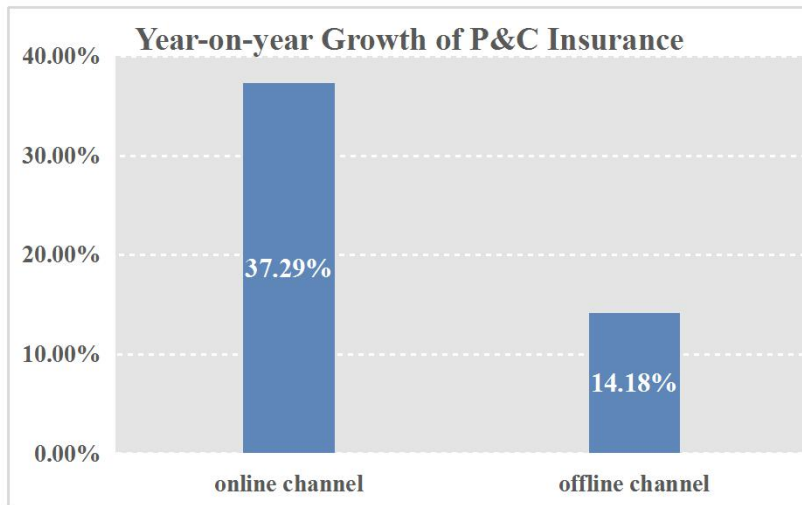


State-of-the-art



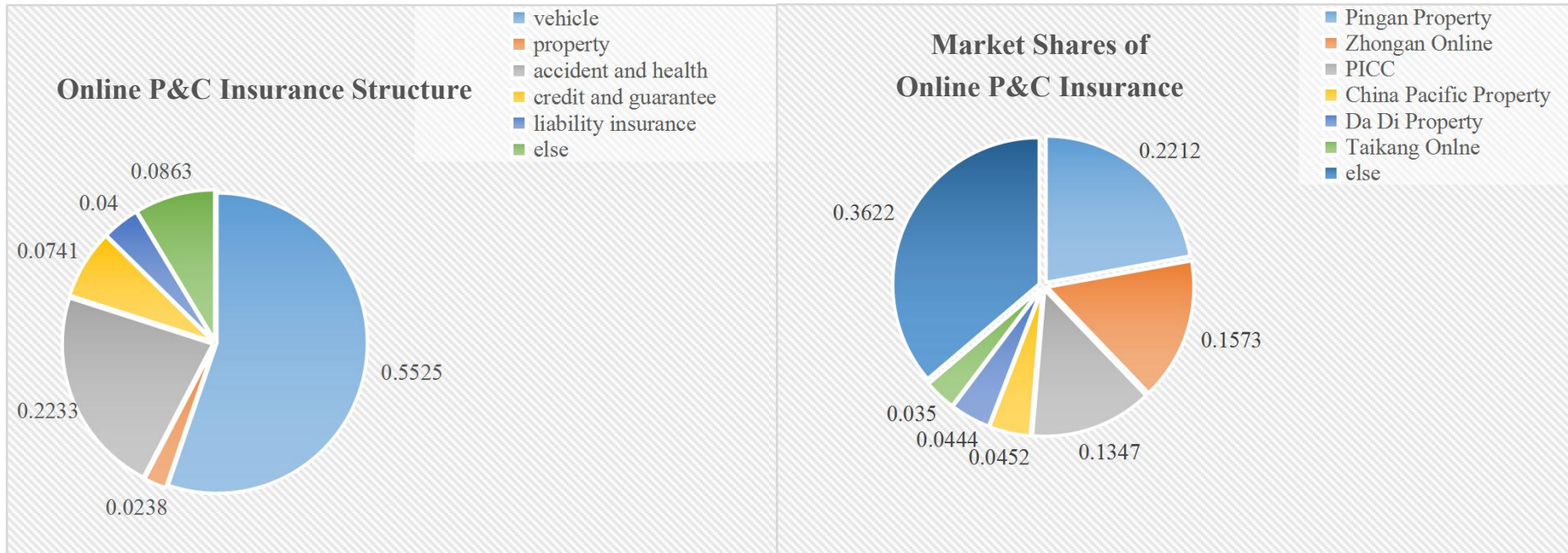
1.1 High Online Growth in the Online Business

- The online business increases rather more faster than the offline business
- In the online business, vehicle dominates the market, but the non-vehicle part obviously have faster growth than the vehicle part and the gap is narrowing.



Data from statistic data in the first half year of 2018 of China Insurance Association

1.2 New Entrants are Changing the Market



Data from statistic data in the first half year of 2018 of China Insurance Association

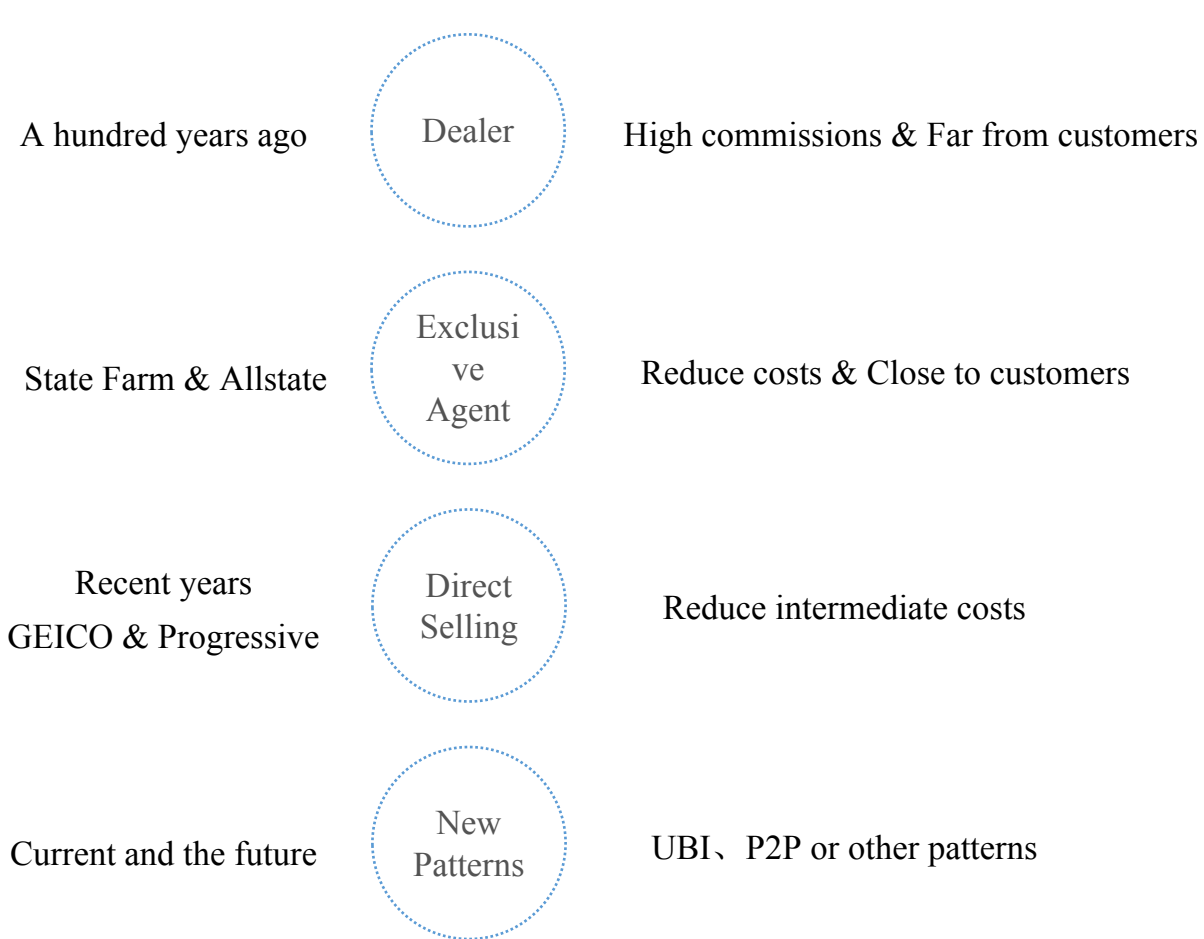
Non-vehicle online business ranking

1. The accident and health insurance
2. The credit and guarantee insurance.

Online Insurance business ranking

1. The PingAn P&C
2. ZhongAn Online

1.3 Insurance Distribution Channels in the US



Tech-driven, reduce more costs and get closer to customers

1.4 Principal Challenges



Data island or inadequate data to effectively
distinguishing the risk



Low level of information



Complex and lengthy insurance process
Lack of transparency (especially in claims)



Far from customers
Low customer stickiness and activity

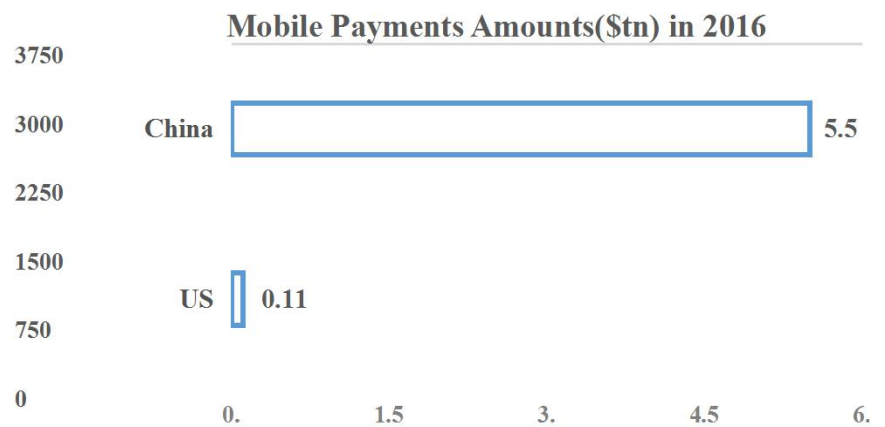
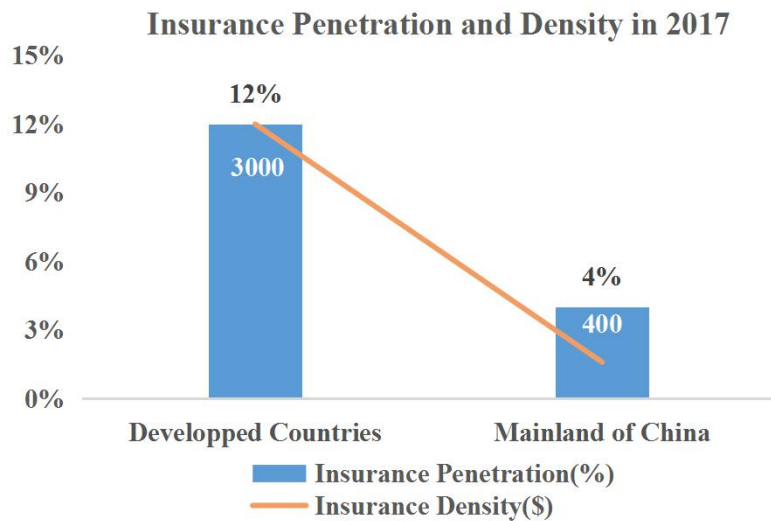
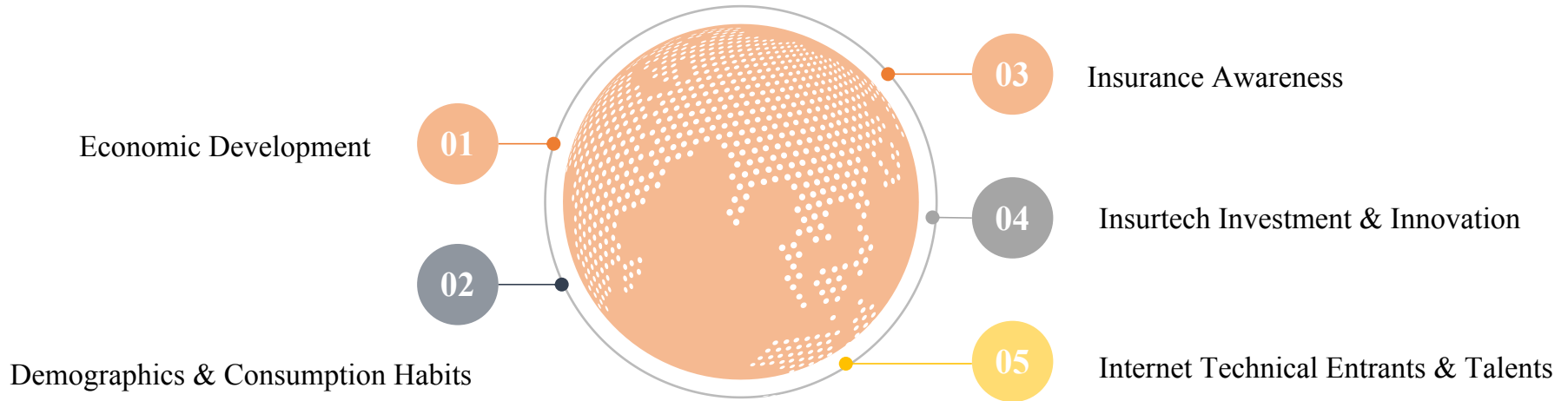


Regulation fluctuations



Seriously homogeneous products/services
leads to the Price War

1.5 Opportunities for the Online Business





02

Our Practices



2.1 ZhongAn Automobile Insurance



Light Model: Core System in the Clouds

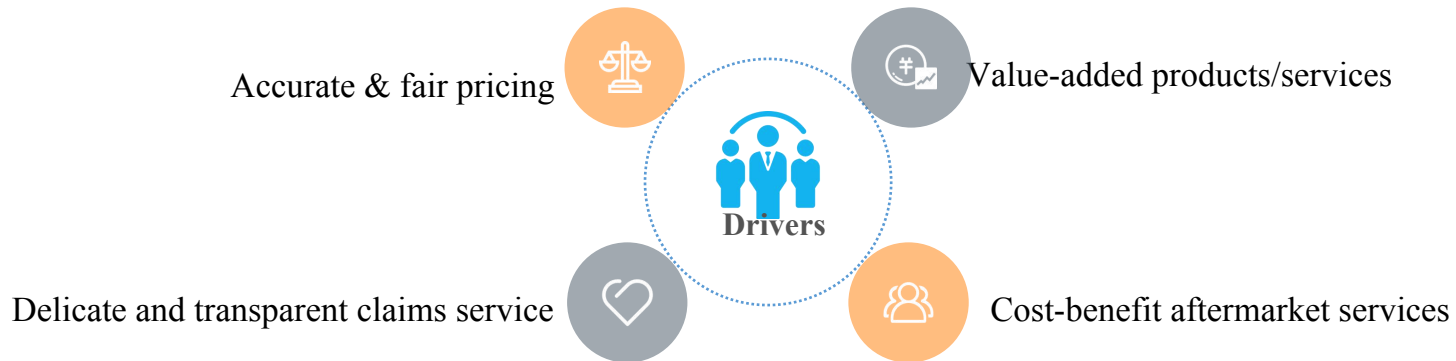


Nationwide Auto Insurance Business License



The first O2O Co-Insurance worldwide
ZhongAn with the online underwriting advantages
PingAn with the offline services

2.2 Auto Insurance and its Techniques



Key Techniques (DACB)



Artificial Intelligence

Predictability & Intelligence



Blockchain

Fairness & Trust



Cloud Computing

Extendibility & Robustness



Big **D**ata

Insights & Portray

Product & Pricing

Distribution & Marketing

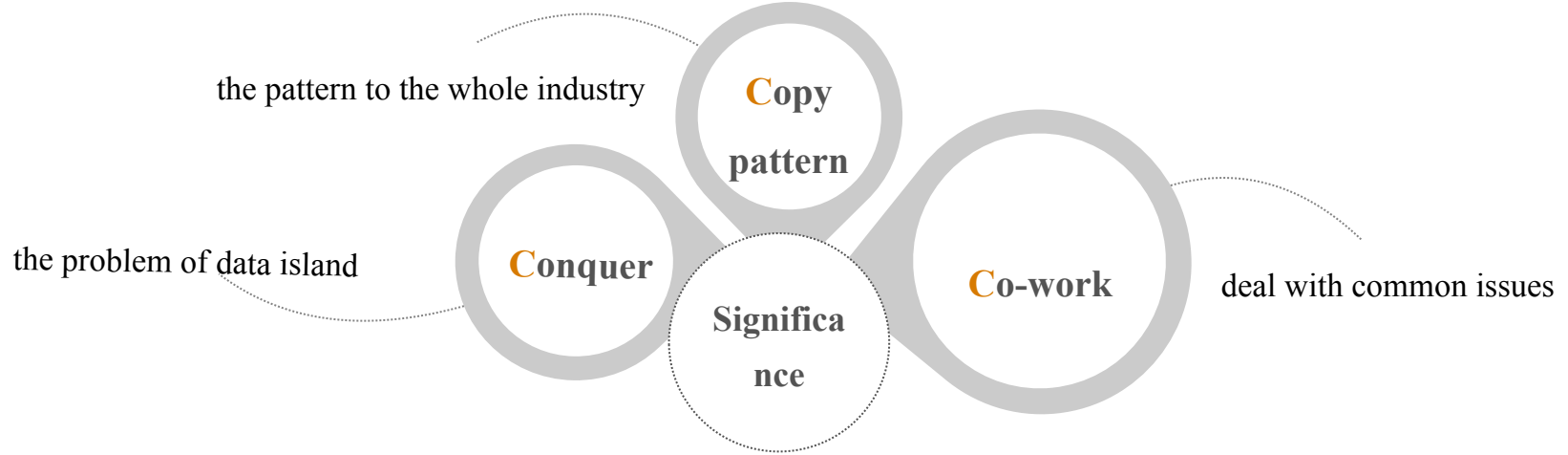
Underwriting

Claims

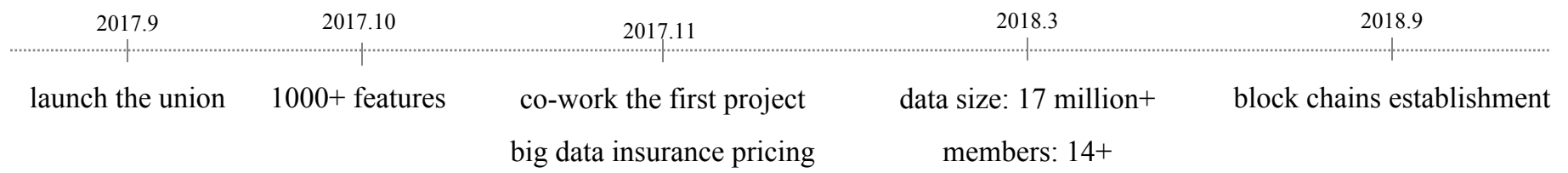
Customer Services & Operations

Ecosystem

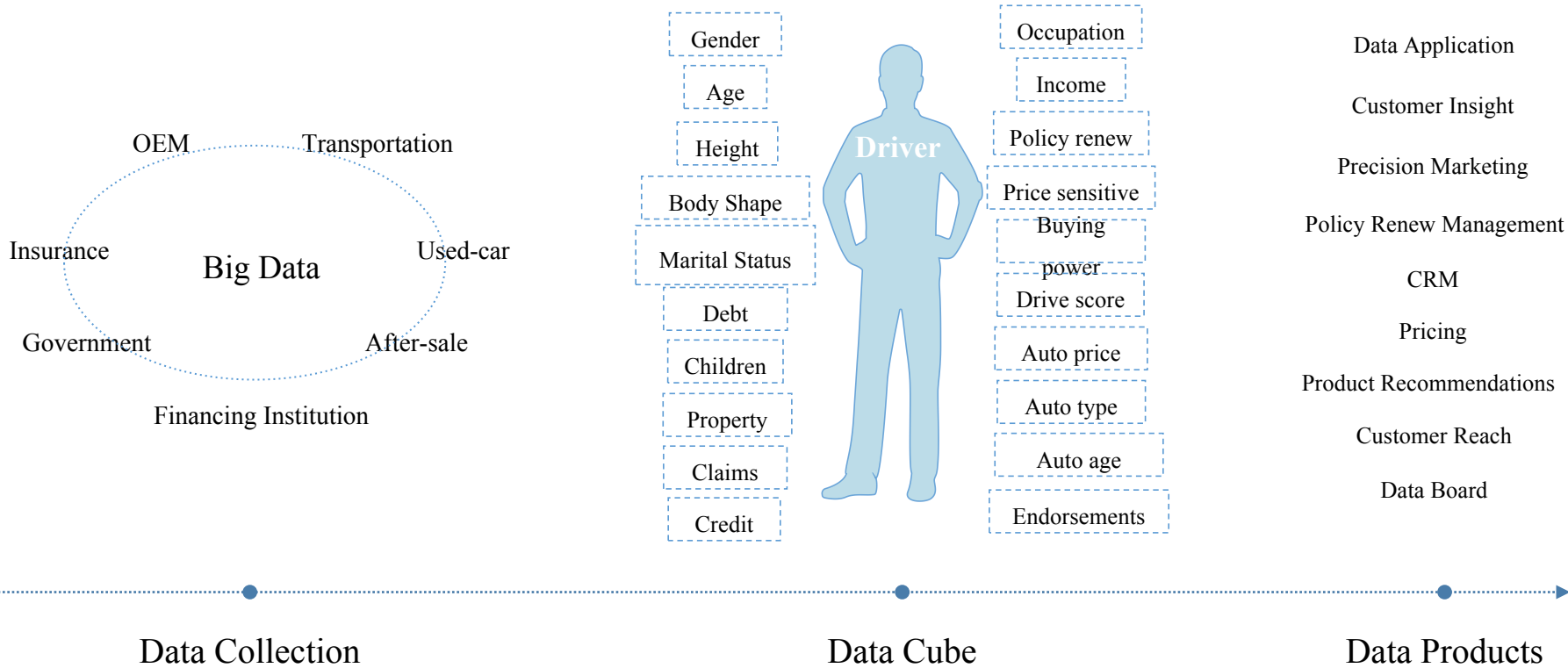
2.3.1 Big Data Union



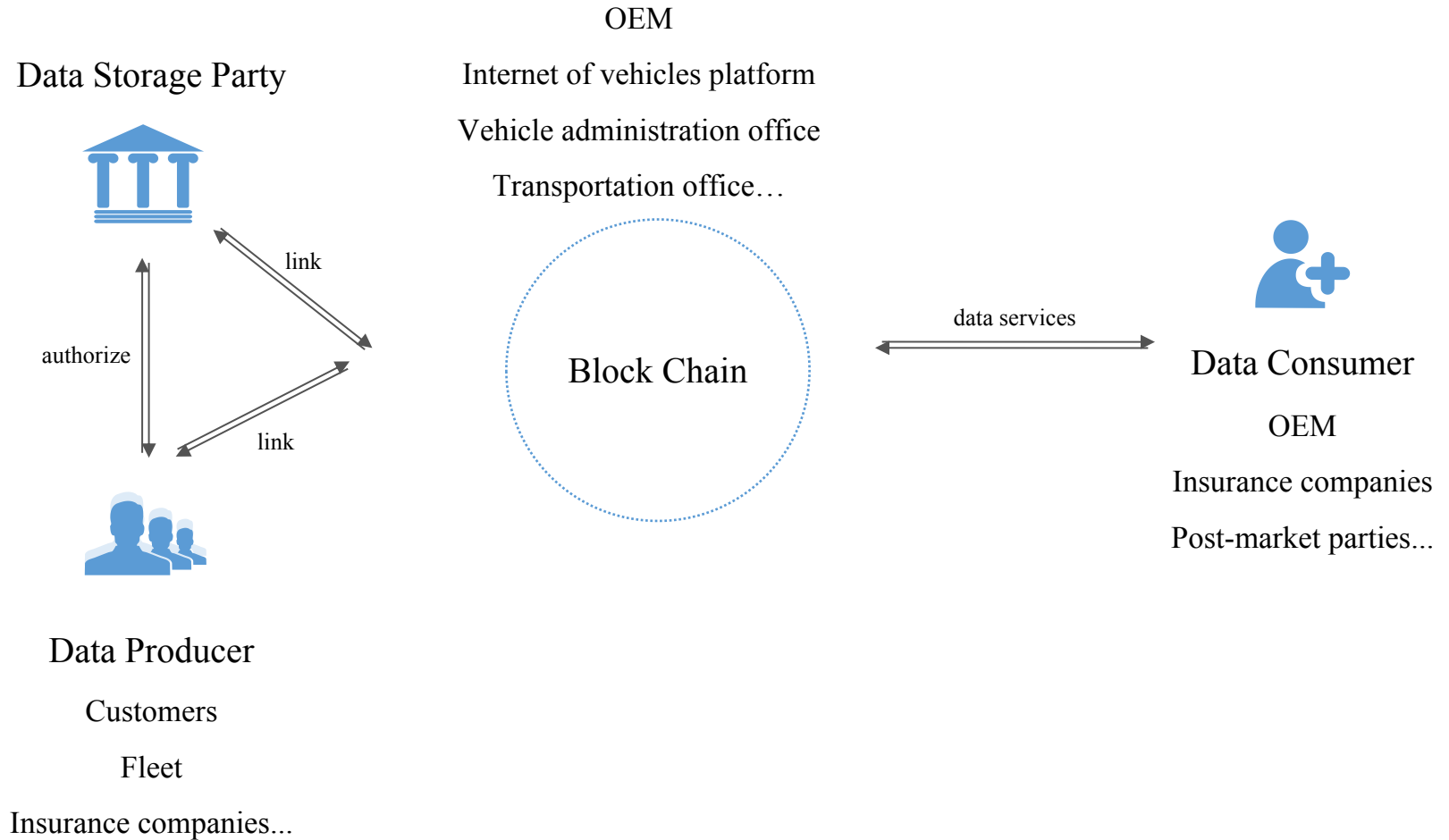
Chronicle of Events



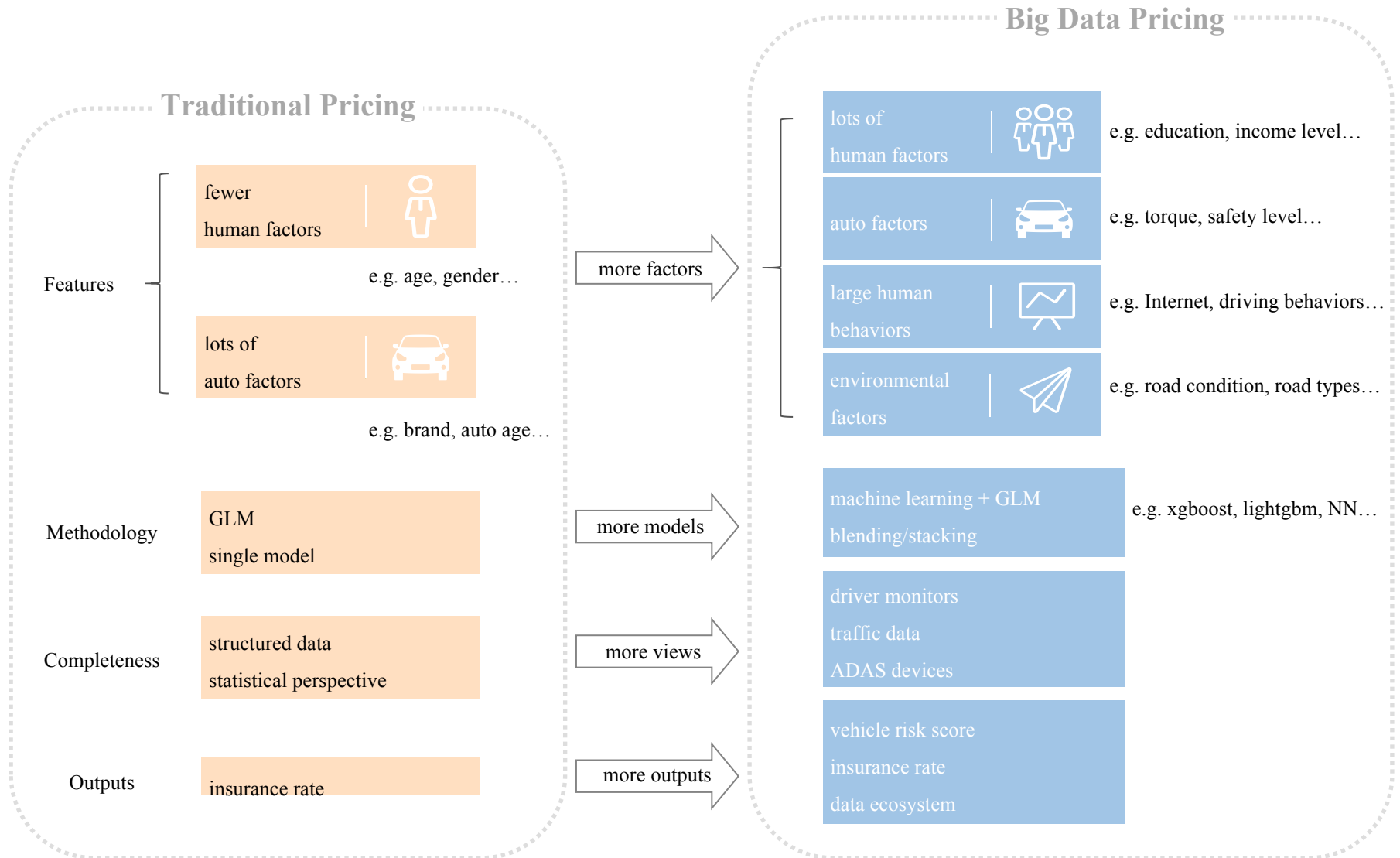
2.3.2 Magic Data Cube



2.3.3 Data Hub with the Block Chain

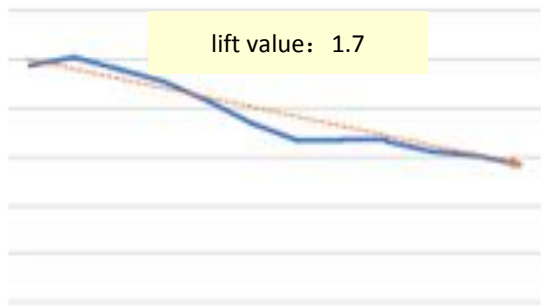


2.4 Auto Insurance Pricing Innovation

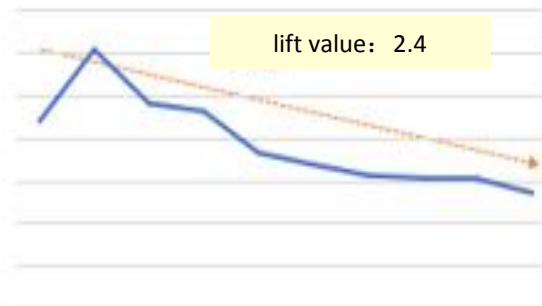




Financial credit score to the Insurance Loss Ratios



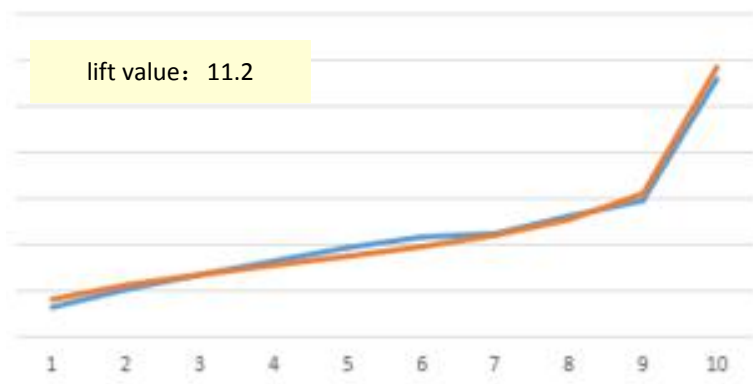
Financial credit score to the Insurance Loss Ratios



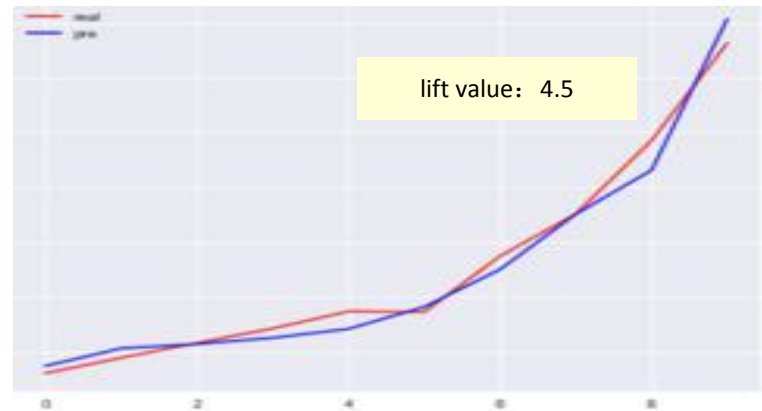
ZhongAn auto loss score to the Insurance Loss Ratios



Lifting Curve of Loss Amount for the Automobile Damage Insurance

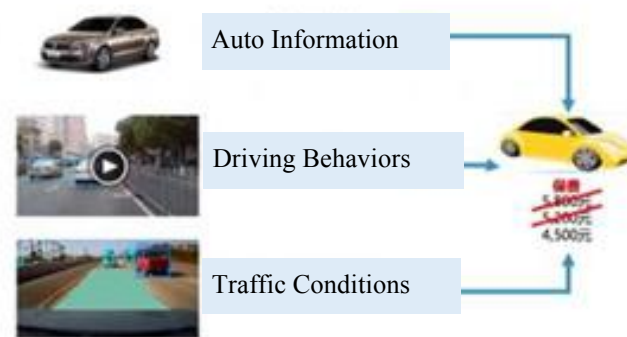
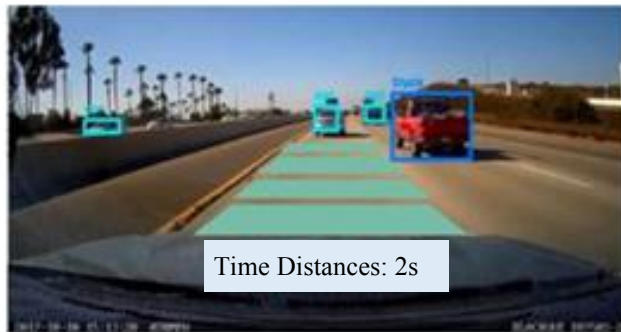


Lifting Curve of Loss Amount for the vehicle Third Party Insurance



2.4 Auto Insurance Pricing Innovation

Traffic Warning Systems driven by AI



Traffic warning systems

Lane departure warning system

Pre-collision warning system

Pedestrian monitoring & warning system

UBI

Traffic warning

Driver safety management

2.5 New-type Underwriting System

Online insurance consultant · Intelligent insurance products recommendations

Cost-effective insurance products · Fast pricing with simple interactions

“千人千面” 保费3折起
险种组合你决定

你的车险专属顾问

2年

司机驾龄 车辆价格 车买多久 家里几人

长按识别二维码
开启专属定制方案

千人千面车险定制

基础版

众安车险为你节省了
¥3195.54

已有 80.5% 车主选择该套方案

交强险
安全保障，车主必买

车损险 (不计免赔)	保额 41w
新车	-¥2581.90
三者险 (不计免赔)	保额 50w
安全保障，车主必买	-¥613.64

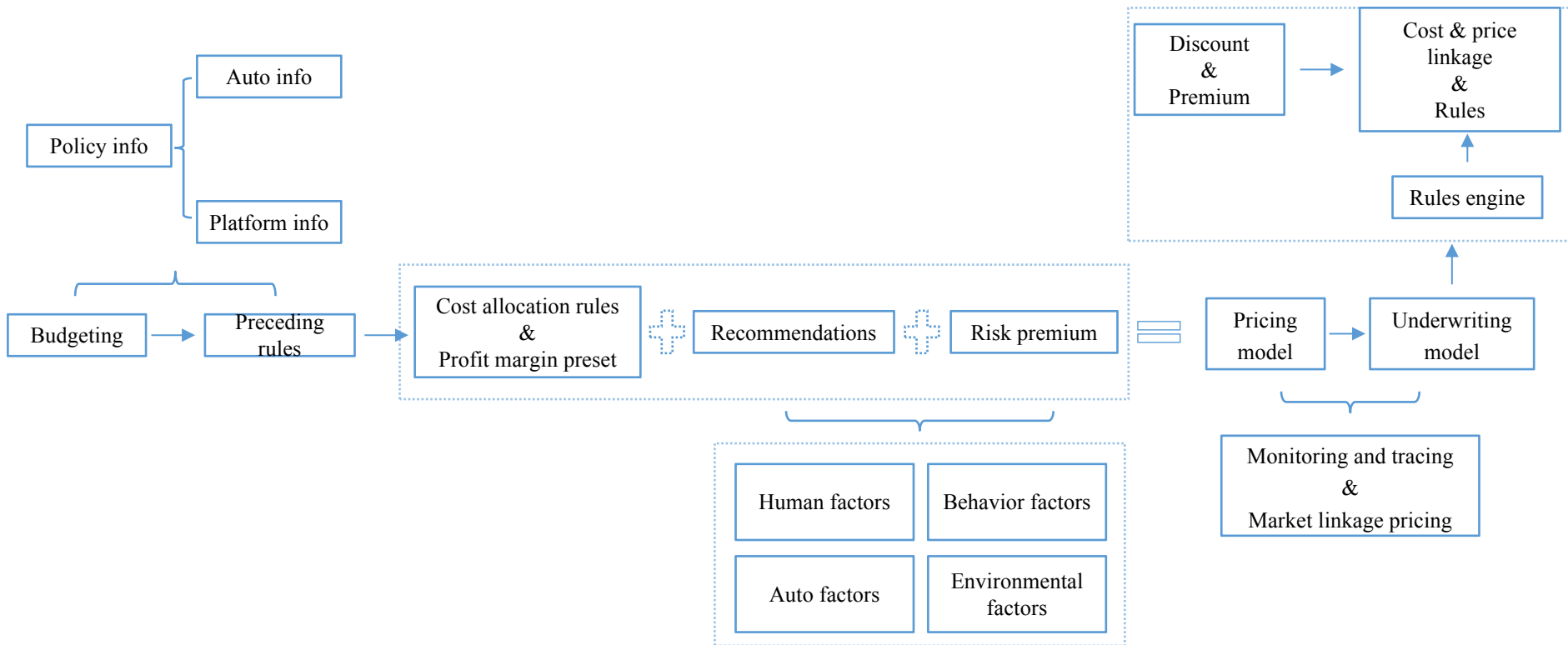
车上人员乘客险

2.5 New-type Underwriting System

Budgeting · Discount and Commission Simulation · Cost and Price Linkage

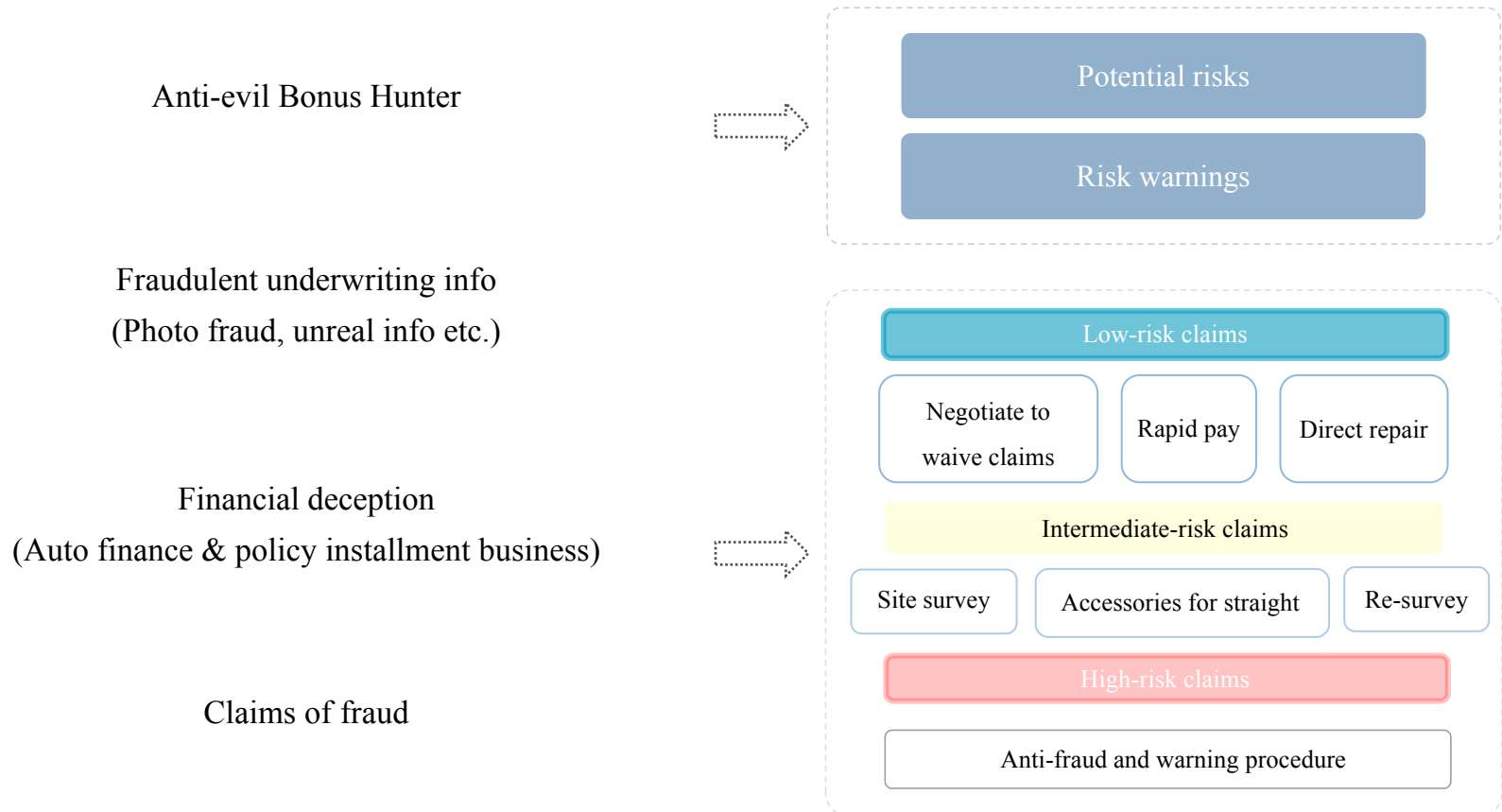
Product Recommendations · Big Data Pricing · Underwriting Rules Deploy and Management

Market Linkage Pricing · Monitoring and Tracing



2.6 Risk Management Platform

Build up all-dimensional risk management platform
with big data and high techs for both internal and external application scenarios



2.7 Precise Marketing

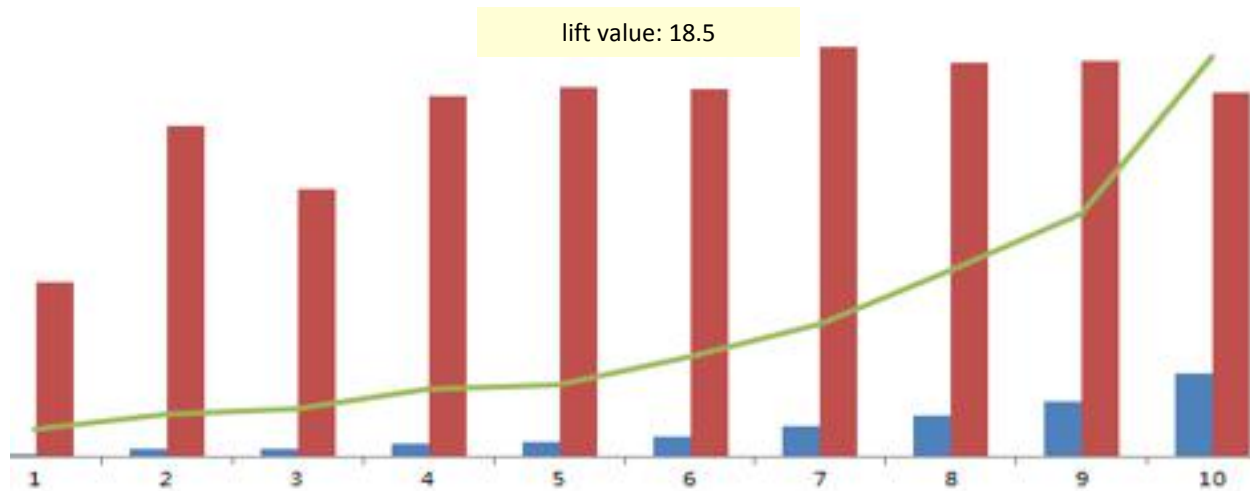
Target

Provide more lists

Solution

Modeling: build a model to output high quality lists with high score

Application: score + customer portray



Divided into 10 groups and the lift value is greater than 18.5

The turnover rate of selected target lists is above 8%



03

Prospects





Return to risk control

Realizing that the core of insurance is risk control

Tiny and pretty

Pursuing quality and efficiency rather than quantity

Make or break up

Crowdsourcing model of some modules (e.g. marketing, claims, pricing...)

All flowers bloom

Direct marketing, UBI, P2P will bloom in respective scenario

All in AI

Session as a service and AI will be regarded as infrastructure

Blockchain-enabled consumer business

Lines between consumers and producers are blurring and they are forming a community with common destiny

THANKS!



彭勇 
北京 朝阳

Wechat



扫一扫上面的二维码图案，加我微信

pengyong@zhongan.com