**Mitsui Sumitomo Insurance wins “BEST GENERAL INSURANCE COMPANY, JAPAN” at the Global Insurance Awards 2020 organized by WORLD FINANCE**

Mitsui Sumitomo Insurance Co., Ltd. (President: Noriyuki Hara, “MSI”), a member of the MS&AD Insurance Group, has won “BEST GENERAL INSURANCE COMPANY, JAPAN” at the Global Insurance Awards 2020 organized by WORLD FINANCE®.1

MSI is promoting DX (digital transformation) on a global basis to improve the value of customer experience and business productivity in order to achieve sustainable growth. We will continue to accelerate these efforts and develop products and services utilizing advanced digital technologies on a global scale.

1 WORLD FINANCE is the quarterly British economic magazine and online media, launched in 2004, published mainly in Europe and the Americas.

1. **Outline of “Global Insurance Awards 2020”**

Established in 2008, the Awards recognize companies that make innovative efforts in the global insurance industry. In 2020, 69 applications from around the world including Japan were received.

2. **MSI’s Initiatives**

   (1) Overall

   MSI is promoting digitalization based on the 3 pillars of DX (digital transformation), DI (digital innovation) and DG (digital globalization). MSI developed “MS1 Brain” in the DX field and is reforming the sales model of approximately 40,000 agents in Japan in order to provide new experience value to customers.

   “MS1 Brain” is an agent system utilizing AI.

   (2) Points Evaluated

   As the insurance industry continues to change rapidly, MSI’s digitalization efforts have been at the forefront of innovation worldwide, and MSI was recognized for making the value it provides through “MS1 Brain” a customer-centric experience. It was also recognized for its industry-leading insight into the changing role of data analysis in the business model of non-life insurance companies and its deep understanding of customers.

3. **About the British Economic Journal “WORLD FINANCE”**

This is a quarterly economic magazine and online media focusing on opinion leaders in the business world published by World News Media in the UK. Publications are mainly issued in Europe (Western and Eastern Central Europe) and the Americas (North and South America). This time, a case study from MSI was published in this magazine, which has about 120,000 readers. It will also be posted on the website.*3

*3 “WORLD FINANCE” website: https://www.worldfinance.com/

<Reference: MSI’s Case Study>

Titled “Two brains are better than one,” it was introduced as an advanced example of the fusion of humans and AI (digital).
Two brains are better than one
The Japanese insurance giant MS1 is using its original intelligence app, MS1 Brain, to provide six agents to offer the best possible choice of products

Watanabe Shintaro, Insurer's Representative in Tokyo, Japan, tells us about how the insurer's original intelligence app, MS1 Brain, is helping the insurer to offer the best possible choice of products.

MS1 Brain, a digital intelligence platform, utilizes AI to identify the best possible choice of products for individual customers. This app is currently being used by six agents to offer insurance products.

MS1 Brain uses artificial intelligence to analyze customer data, such as age, health, and lifestyle, to provide personalized insurance recommendations. This approach allows the insurer to offer a more personalized and effective insurance solution.

The insurer's objective is to enhance customer experience by offering personalized insurance solutions. MS1 Brain enables the insurer to offer a more comprehensive and personalized insurance experience.

The insurer's performance has been significantly improved by using MS1 Brain. The app has helped to increase customer satisfaction and reduce complaints.

The insurer's future plans include expanding the use of AI to other areas of the business, such as underwriting and claims handling.

Behind every AI-powered purchase is a delighted customer

What if you could sell significantly more insurance with conventional models? And with every sale, your customer information system becomes smarter. Revolutionizes your sales with MS1's first-of-its-kind, AI-powered MS1 Brain to predict and fulfill your customers' needs. Talk to us.

https://www.ms1-ins.com/english/