



## FWD AI-driven solutions

Innovation area  
Digital transformation  
Value Generated  
Service Efficiency

[fwd.com](https://fwd.com)

## Key facts:

- FWD was founded in 2013 as the insurance arm of Pacific Century Group
- It embarked on its AI journey in 2019
- Now, it has almost 200 active AI models applied across its business, with over 600 use cases



## What is it?

FWD Group integrates generative AI across key business areas to enhance claims processing, underwriting, customer interactions, and agent training. AI-driven claims processing helps detect fraud and speeds up approvals, while AI-powered underwriting improves risk assessment and pricing accuracy. To further improve accessibility, FWD is also piloting voice-enabled AI customer support in select markets.

## How is digital used?

Conversational AI chatbots provide instant responses to customer queries, assist in policy selection, and guide claims submissions. AI-driven virtual assistants help agents manage customer interactions by summarizing client history and suggesting the best next steps. GPT also plays a role in marketing and engagement, generating personalized policy recommendations and automated responses. In underwriting and claims, GPT-based predictive models support risk evaluation and fraud detection.

## TDI Insights &amp; Callouts

FWD Group's extensive AI integration highlights its leadership in digital transformation.

- By personalizing customer interactions and enhancing underwriting and claims processing, the company prioritizes efficiency and innovation.
- Strategic partnerships, for example with Microsoft, bolster its secure, adaptive approach, positioning FWD to meet evolving customer and market needs effectively.

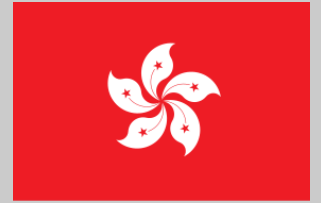
Company type: *Insurer*  
Region: *Hong Kong*  
Line of Business: *Life & Annuity*  
Function(s):  
*Operations*  
Primary tech enabler(s):  
*AI-Generative AI*

Key links

[The company vision](#)[AI-enhanced customer journey](#)[The FWD difference](#)



## FWD AI-driven solutions

[fwd.com](https://fwd.com)**Overview:**

FWD Group's AI technology is embedded across multiple functions, improving customer experience, underwriting accuracy, and claims processing speed. Its real-time AI claims management system identifies fraudulent patterns and accelerates claims approvals. The company also applies predictive AI models to underwriting, optimizing pricing and risk assessment. AI-powered solutions enhance personalization by analyzing customer data and tailoring recommendations in real time.

Source: [FWD Group](#) and [Insurtech Insights](#)

**AI solutions in action:**

FWD Brain processes vast amounts of customer interaction data to personalize recommendations and refine underwriting risk assessment. The Cube App, powered by generative AI, enhances agent training by simulating real-world client interactions, offering coaching based on AI-driven insights. AI models for cross-selling and lapse prevention use behavioral analytics to predict customer needs, improving retention rates and increasing policy sales.

Source: [FWD Group](#)

**Sources of Innovation:**

FWD integrates AI-driven automation to refine underwriting, speed up claims, and improve customer engagement. With Microsoft and Google Cloud, FWD ensures its AI systems remain adaptive, secure, and regulatory-compliant.

Source: [FWD Group](#), [Insurtech Insights](#), [Google Cloud](#) and [FWD press releases](#)



*“At FWD, we see technology as more than just a tool but an integrated way to better serve the business. Our strategy is to continually move in the direction of customers - using cutting edge technology to address the evolving needs of today’s customer.”* **Ryan Kim, Group Chief Digital Officer**

Source: [FWD Group](#)



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## Key Results &amp; Benefits

- FWD's AI models for cross-selling ("Next Best Product") and lapse prevention have improved payment success rates in Thailand from 7% to 11%.
- FWD's AI models for lapse prevention and cross-selling significantly contributed to higher customer satisfaction and stronger loyalty.
- FWD's AI-powered solutions enable real-time claims processing, reducing delays and enhancing customer trust.
- Personalized customer interactions foster improved loyalty and long-term satisfaction.
- Automation of repetitive processes like underwriting minimizes errors and boosts productivity.

Sources: [Insurance Asia News](#) and [Economist Impact](#)

## FWD Group's Leadership in AI and Digital Transformation

FWD Group was recognized for its pioneering use of AI, earning the 2024 Best AI Initiative in Insurance award. This accolade highlighted FWD's effective integration of AI to enhance customer experiences, streamline underwriting, and optimize claims processing.

Additionally, FWD was named a finalist in the TDI Insurer Transformation Awards 2024. This recognition reflects FWD's commitment to driving digital transformation at scale, as evidenced in its pitch video and submission deck.

Sources: [Waterstechnology](#) and [TDI](#)

*"In just two months, we collected everything we needed and developed our own platform using Dialogflow, the Contact Center AI solution from Google. We then released Enzo, our latest chatbot, to customers across the Philippines, and we just did the same in Singapore."* **Natalia Kozyura, former Head of Innovation Center, FWD**

Source: [Google Cloud](#)



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[fwd.com](https://fwd.com)

Source	Content of interest	link
FWD website	Press Release announcing cloud technology collaboration with new five-year agreement between FWD Group and AWS [22-May-24]	<a href="#">Read here</a>
Insurance Asia News	Insurance Asia News reporting Gen AI and digital infrastructure as key drivers of customer experience at FWD [26-Sep-24]	<a href="#">Read here</a>
The Digital Banker	The Digital Banker covering how FWD Group utilizes AI to enhance customer journey [10-Jul-24]	<a href="#">Read here</a>
Insurtech Insights	Insurtech Insights reporting FWD Group extending partnership with Microsoft to pioneer AI-driven insurance solutions [26-Feb-24]	<a href="#">Read here</a>
Economist Impact Podcast	Podcast about <i>How FWD is becoming a customer-driven, digitally adept insurer</i> [2023]	<a href="#">Listen here</a>
Waterstechnology	Asia Awards 2024: Best AI initiative—FWD Group [20-Jun-24]	<a href="#">Read here</a>
YouTube	Video on FWDFitForMe [12-Sep-24]	<a href="#">Watch here</a>