

SHIFT

Customer Story: Generali France

Generali France is detecting anomalies in claims in real time to find fraud faster

The Situation: An ambitious goal to identify more fraud

Part of one of the leading global insurance companies, Generali France provides insurance coverage for over eight million policyholders in France across multiple lines of business.

Homeowner and commercial property coverage represent a significant portion of premium revenue for the company. In fact, approximately 30% of the Property and Casualty claims that Generali France processes in terms of both volume and severity are for property damage.

Prior to engaging Shift, the insurer's existing methods of fraud detection resulted in just 0.7% of all property claims being identified as potentially fraudulent. Significantly below the most successful insurers who have a fraud detection rate in excess of 2%.

Generali France sought to close this gap and increase the amount of fraud it was detecting in property claims. Achieving this goal required a new approach that would detect more anomalies in claims, in real time, to give investigators a head start on verifying or eliminating fraud prior to claim payment.

At a glance

Situation

- Global insurer Generali France needed to increase the detection rate on fraudulent property claims

Solution

- Shift Claims Fraud Detection

Results

- Shift Claims Fraud Detection analyzes over 100,000 property claims per year
- Lower false positives and faster claims processing

The screenshot displays the SHIFT software interface. At the top, there is a navigation bar with 'SHIFT' and tabs for 'Alerts', 'Exploration', 'Statistics', and 'Smart documents'. Below this is a search bar and a 'Search +' button. The main area shows a table of alerts with columns for 'ID number', 'Score', 'Type', 'Suspicion', 'Circumstances', 'Claim date', 'Assigned to', and 'Claim N°'. The table contains several rows of data, including alerts for 'Suspicious provider services', 'Staged accident', 'Previous damages', 'Total loss', 'Fire', 'Collision with an unidentified third party', 'Burglary', 'False ice break', and 'Ice break'. The interface also includes a 'Visualization' dropdown, 'Actions' dropdown, and 'Applied filters' section. At the bottom, there is a pagination bar showing '30 - 45/126 elements - 35 filtered' and a 'Last updated: 06-03-2019 09:45' timestamp.

ID number	Score	Type	Suspicion	Circumstances	Claim date	Assigned to	Claim N°
YN205981	3	Alert / Claim	Suspicious provider services	Car towing	06-08-2018	Assign...	
EN1378698	3	Alert / Claim	Staged accident	Lost control while driving	06-06-2018	Assign...	
B5935621	3	Provider	Previous damages	Collision with an unidentified third party	05-04-2018	Assign...	
CL379261	3	Alert / Network	Total loss	Fire	04-02-2018	Assign...	
EN1378698	3	Provider	Staged accident	Collision with an unidentified third party	04-01-2018	Assign...	
DE1738599	3	Provider	Previous damages	Collision with an unidentified third party	06-08-2018	Assign...	
DE564523	3	Alert / Network	Previous damages	Collision with an unidentified third party	06-06-2018	Assign...	
DE626734...	3	Provider	Doubtful circumstances	Burglary		Assign...	
DE98767392	3	Provider	False ice break	Ice break		Assign...	
DE8450612	3	Provider	Total loss	Fire		Assign...	
1792321	3	Provider	Total loss	Fire		Assign...	
EN149508	3	Provider	Suspicious DDE loss	Flood	05-06-2018	Assign...	
EN1738599	3	Alert / Network	Total loss	Collision with an unidentified third party	05-04-2018	Assign...	
EN28043107	3	Alert / Claim	Total loss	Fire	04-02-2018	Assign...	
EN35465771	3	Provider	Previous damages	Damage to electrical appliances	04-01-2018	Assign...	
EN564523	3	Alert / Network	Previous damages	Collision with an unidentified third party	06-08-2018	Assign...	



The Solution: Analyzing unstructured data to score claims for suspicious activities

Having collaborated with Shift Technology on automobile insurance for several years, Generali France expanded the relationship to deploy Shift Claims Fraud Detection for its Homeowners and Commercial Property lines of business.

Shift's fraud detection solution helps Generali France identify potential fraud before claims are paid by going beyond simple business rules, using AI technology and machine learning to identify suspicious activity. It leverages Generali's internal claims and policy data and external third-party data such as aerial imagery and geolocation data to spot anomalies in filed claims. It further analyzes all aspects of the submitted claim—including scanned documents, receipts and other text—to quickly identify falsified invoices, duplicate submissions, and other intentional and unintentional issues.

Shift Claims Fraud Detection automatically generates alerts which are ranked and prioritized for Generali claims professionals. Every alert has a suspicion "score" and includes all relevant fraud indicators. The accuracy of the technology—which greatly reduces the number of false positives and negatives—helps Generali identify a great deal more potential fraud in a shorter amount of time versus previous methods. A key benefit of the deployment is Shift Claims Fraud Detection ability to help Generali accelerate the settlement and payment timeframe for legitimate claims.

"What Generali wants to do is detect anomalies in claims files in real time," says Jerome Burtheret, Head of Control and Reimbursement Policy at Generali France. "From the moment a claim is filed, Shift Claims Fraud Detection is capable of combining thousands of data variables and identifying irregularities among the claim information."

The Result: Lowering false positives rates and reducing the processing time for legitimate claims

Processing over 100,000 claims per year, Generali France has given itself the objective of reaching several millions of euros in fraud savings. Shift Technology's fraud detection solution was one of the chosen tools to help achieve this goal. Beyond the financial savings on fraud prevention, Generali France has also been able to significantly reduce the number of false positives, speeding up the processing period of claims and saving time for both the insured and insurer.

Regis Lemarchand, a member of the Executive Committee of Generali France, explains: "It was logical that Generali should bring Shift Technology on board to meet our ambitious road map in the fight against insurance fraud. Shift Claims Fraud Detection also helps combat price increases in insurance policies. At Generali we want every policyholder to pay a fair price; our aim is to ensure that the cost of fraud is not borne by honest customers. Shift's AI technology will be able to provide us with support to achieve this goal."

Learn more about how Shift Claims Fraud Detection can help detect fraud with twice the accuracy of other solutions at [shift-technology.com](https://www.shift-technology.com)



Shift Technology has constantly innovated and enhanced its solution over the years. 

Brandon Kay, Claims Manager

SHIFT

About Shift Technology

Shift Technology delivers the only AI-native fraud detection and claims automation solutions built specifically for the global insurance industry. Our SaaS solutions identify individual and network fraud with double the accuracy of competing offerings, and provide contextual guidance to help insurers achieve faster, more accurate claim resolutions. Shift has analyzed billions of claims to date, and is the Frost & Sullivan 2020 Best Practices Award Winner for Global Claims Solutions for the Insurance Industry.

Learn more at www.shift-technology.com