

# Large Language AI Technology:

Implications and Practical Applications for  
Property and Casualty Insurance

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TECHNOLOGIES

# Introductions

- ▶ Patrick O'Neill - President & Founder, Redhand Advisors
- ▶ Shiva Bitla, Technical Specialist, Microsoft
- ▶ Chris Shaffer, Chief Operating Officer, George Hills Corporation
- ▶ Jose Tribuzio, President of Technology, Spear Technologies

# Webinar Outline

1. Introduction to large language models, generative AI, and machine learning
2. Applications of Large Language AI in P&C Insurance
3. Enhancing Customer Experiences
4. Real-World Success Stories
5. Future Trends and Opportunities

# AI in the News

ON TECH: A.I. NEWSLETTER

## How Should I Use A.I. Chatbots Like ChatGPT?

Large language models are already good at a wide variety of tasks.

TECHNOLOGY EXECUTIVE COUNCIL

## How ChatGPT is changing the job hiring process, from the HR department to coders

PUBLISHED SAT, APR 8 2023-10:00 AM EDT | UPDATED SAT, APR 8 2023-11:05 AM UNDEFINED EDT

Kevin Travers, special to CNBC.com

FORBES > INNOVATION

BREAKING

## Here's How To Use AI—Like ChatGPT And Bard—For Everyday Tasks Like Creating A Budget, Finding Airfare Or Planning Meals

Arianna Johnson Forbes Staff  
I cover the latest trends in science, tech and healthcare.

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## Can ChatGPT be a doctor?

Asia Martin Apr 10, 2023, 3:48 AM

FORBES > INNOVATION

## How Generative AI And ChatGPT Are Shaping The Contact Center

Muddu Sudhakar Forbes Councils Member  
Forbes Technology Council  
COUNCIL POST | Membership (Fee-Based)

## ChatGPT: Your AI-Powered Cryptocurrency Resource

Siamak Masnavi  
10 Apr 2023 / In #AI, #cryptocurrency

## The Industrial Economy Greets Generative AI With Open Arms

BY PYMNTS  
APRIL 7, 2023



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## How to use ChatGPT to write code

Can ChatGPT replace programmers? What programming languages does ChatGPT know? We answer these and your other generative AI coding questions.

HOME > TECH

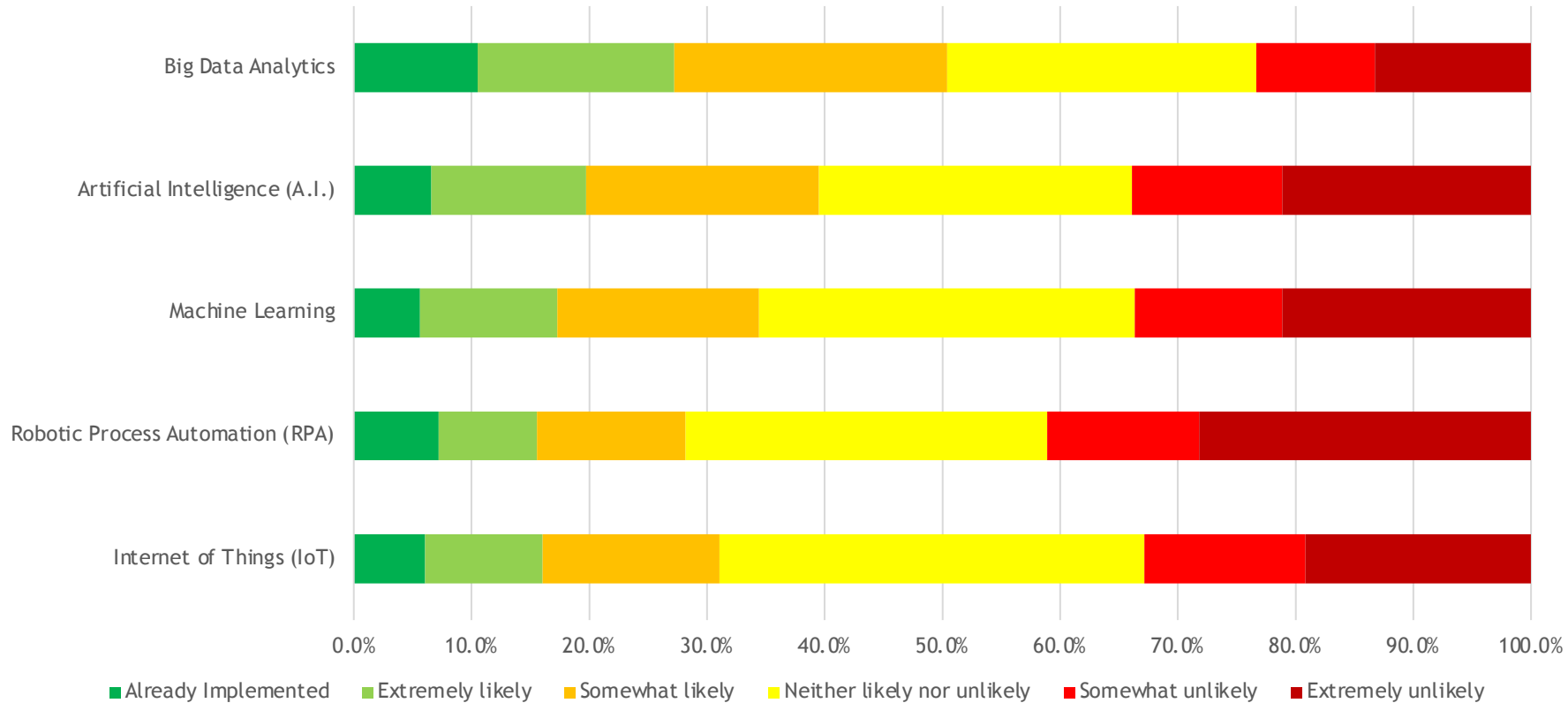
## A college student got a top grade for an essay written with the help of ChatGPT, report says

Beatrice Nolan Apr 10, 2023, 4:00 AM



# 2023 RMIS Report User Survey

How likely is your organization to adopt the following advance technologies within the next 3 years?



Artificial Intelligence

Machine Learning

Deep Learning

Generative AI



## Artificial Intelligence

The field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence

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## Machine Learning

Subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions

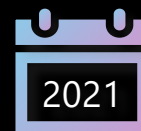
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## Deep Learning

A machine learning technique in which layers of neural networks are used to process data and make decisions

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## Generative AI

Create new written, visual, and auditory content given prompts or existing data



*Ensure that artificial  
general intelligence (AGI)  
benefits humanity*



*Empower every person and  
organization on the planet  
to achieve more*

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GPT-3.5 and GPT-4

Text

ChatGPT

Conversation

Codex

Code

DALL·E 2

Images

# Azure OpenAI

## Top Capabilities and Use Cases



### Content generation

**Call center analytics:** automatically generate responses to customer inquiries

Generate personalized UI for your website



### Summarization

**Call center analytics:** summary of customer support conversation logs

**Subject matter expert document:** summarization (e.g. Financial reporting, analyst articles)

Social media trends summarization



### Code generation

Convert natural language to SQL (or vice versa) for telemetry data

Convert natural language to query proprietary data models

Code documentation



### Semantic search

Search reviews for a specific product/service

Information discovery and knowledge mining

## Examples of multiple model use cases

**End to end call center analytics:** classification, sentiment, entity extraction, summarization and email generation

**Customer 360:** hyper-personalisation using timely summarization of customer queries & trends, search, and content generation

**Business process automation:** search through structured & unstructured documentation, generate code to query data models, content generation



# Insurance Solutions

## AI Use Cases

1. Object(s) Identification
2. Sentiment Analysis
3. Predictive Analytics
  - ▶ Native PowerPlatform
  - ▶ 3rd Party Integration
4. Code Generation
  - ▶ Application
  - ▶ Virtual Agent
  - ▶ Integration

# WE CREATE SOLUTIONS AND RELATIONSHIPS



## **Chris Shaffer, ARM-P, Chief Operating Officer**

Chris, with 30+ years of experience in public agency claims and risk management, has operational accountability over the claims, corporate, IT and financial divisions of George Hills.

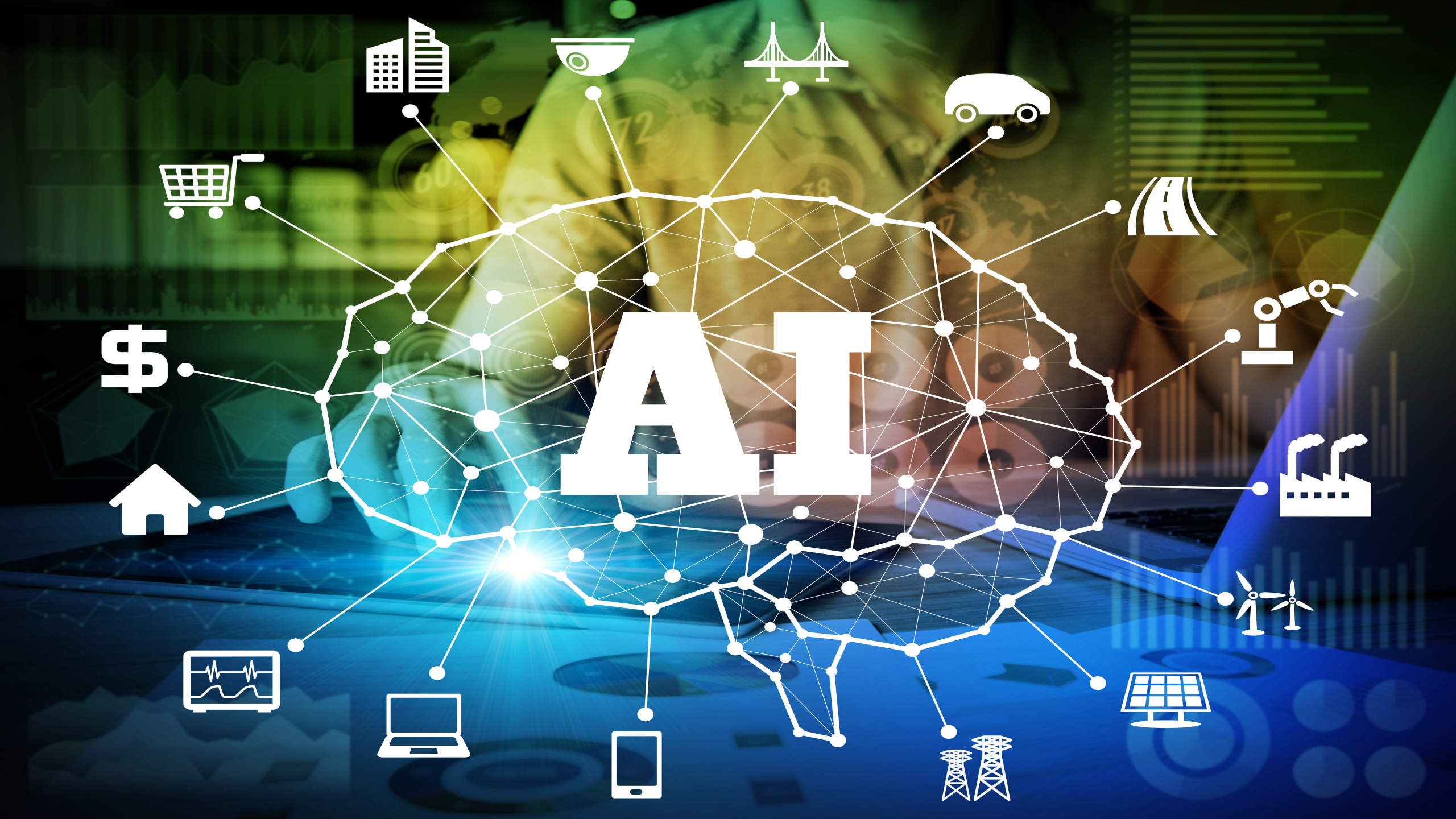


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# AI



Questions?



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