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Title

Leveraging Behavioural and Contextual Signals from Digital Distribution and Underwriting to Improve the Life Insurance Value Chain

Speaker/Company

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Abstract

Digital distribution and underwriting provides life insurers with new ways to better understand customer behaviour. Although difficult to harness, digital behavioural and contextual signals provide a lot of power to improve the life insurance value chain. In this presentation, Petr Vaclav will outline how RGA and its clients responsibly leverage these signals to drive high-intent traffic, improve customer experience, streamline underwriting, increase conversions, and reduce risks.

Biography

As Vice President, Decision Science & AI, Petr Vaclav leads data analytics, machine learning (ML), and artificial intelligence (AI) initiatives for RGA and RGAX business units, clients, ventures and acquisitions across the EMEA region. Petr's main focus is on digital distribution and underwriting, data-driven and predictive underwriting, and bancassurance as well as being a bridge between the company, its clients and partners.

Petr has played a major role in RGA's initiatives aimed to reimagine how life insurance is sold online and directly to customers. Petr has led all activities related to tracking, understanding and predicting customer behaviour, running A|B experiments, and optimising customer journeys. These activites have resulted in sustained and responsible improvements across the life insurance value chain, driving value for RGA and its clients.

Prior to joining RGA in 2020, Petr had more than 10 years of experience as data science, business and technology leader helping companies harness the power of data, build world-class data teams, and develop commercially successful ML and AI solutions across financial services, fintech, insurtech, e-commerce, pharma, and professional services.

Petr received a Master of Science (M.Sc.) in Business Analytics from the University of Warwick, and a Bachelor of Arts (B.A.) in Business and Management from the University of Reading.