

A Study on Utilization of ICTS in Insurance Businesses

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Abstract: *The use of information and communication technologies (ICTs) in the design and development of financially engineered life insurance policies and financially engineered life insurance business processes in India's life insurance industry growth is evaluated in this research paper. The examination study investigates the utilization of ICTs in different item improvement phases of monetarily designed disaster protection arrangements and the utilization of ICTs in protection processes. This paper, in particular, presents a theoretical investigation that simultaneously takes into account the effects of these relationships on the Insurance Business, Financial Engineering, and Insurance Business and the expansion of the Insurance Business in India, as well as the role and contribution of ICTs in the Financial Engineering Applications in Financially Engineered Life Policies and Processes. It describes how ICTs are used in FE applications to create Financially Engineered policies and insurers' business processes, including performance management.*

Keywords: ICTs, insurance policies, insurance business, financial engineering

I. INTRODUCTION

We can't envision the ongoing time of way of life without ICTs commitment and job in every single field of human existence particularly the fields like Banking, Protection areas. " Technologies that enable telecommunications-based access to information are referred to as information and communication technologies (ICTs). Although it focuses primarily on communication technologies, it is similar to Information Technology (IT). According to Tech Terms (2010), this includes the Internet, wireless networks, cell phones, and other means of communication. The aforementioned two fields are incomplete without the role and contribution of information and communication technologies, and they are unable to effectively provide their customers with complete and effective services at all life stages in time. ICTs also play a significant role in the day-to-day operations of businesses in these sectors across the entire business life cycle.

ICTs, for instance, play a significant role in all aspects of an insurance company's endeavor to introduce a new financially engineered life insurance policy to the market. Beginning with an understanding of the precise requirements and needs of customer expectations, current market conditions, competitors, and other factors, related research studies must be completed before the newly designed products or services can be introduced to the target market and effective after-sales services can be provided to customers. This makes sense exhaustively in the approaching segments.

Financial engineering is the process of creating an innovative new financial model or life insurance product to meet customer needs and provide innovative policies that offer innovative solutions to the fields' existing financial issues. The following is a definition of FE that can be used to explain the concept in insurance terms. It is the process of combining existing life insurance policies to design a new, innovative life insurance policy or model with innovative financial features that satisfy all of the industry's most important stakeholders. Customers (policyholders), the insurer (the seller or service provider of the life insurance coverage), and the government are the primary stakeholders here. Regulatory Organizations (IRDAI)

II. IMPORTANCE

This study aims to investigate how ICTs are used and contributed to financial engineering applications, with a focus on the life insurance industry's product design, development, and insurance business management processes.

III. OBJECTIVES

1. to investigate how ICTs are utilized in Financially Engineered life insurance policies
2. to investigate how ICTs are utilized in the financial engineering of life insurance business processes.

IV. HYPOTHESIS

Ha1: Financially Engineered Life Insurance Policies

Ha2 make extensive use of ICTs Financially Engineered Life Insurance Business Processes make extensive use of ICTs.

The rise of financial engineering in the life insurance industry can be attributed to the following factors: The situation of financial markets has changed as a result of rapid shifts in the life insurance and other financial services sectors. Traditional life insurance policies are being replaced by more complex and multi-benefit-oriented life insurance products as a result of the growing competition in the life insurance industry and the emergence of more private life insurance companies with overseas joint venture collaborations and innovative product knowledge and ideas.

Environmental Factors for Financially Engineered Applications: The entire situation has given rise to a new field within the field of financial management known as "Financial Engineering." Price volatility, globalization of the economy and increased competition, deregulation and increased competition, advancements in technology and communication, creation of new markets and market linkages, advancements in financial theory, tax asymmetries, standardization, and low documentation costs are all contributing factors.

FE protection items advancement internationally faces numerous comparative and extraordinary issues exploring the protection item improvement process. Brazil's markets and regulatory framework do not cooperate with one another and do not encourage the use of financial engineering applications in the creation of novel life insurance products. In Italy, reinsurance companies are the only ones using FE applications and developing new products. The Big Five Information and Communication Technologies (ICTs) that sped up the financial engineering processes in the insurance industry during the design, development, and claim settlement phases include:

- **LARGE DATA** : The principal motivation behind the large information assortment is to survey the gamble evaluation of prospect clients during the endorsing system and to choose the gamble likewise to identify false or counterfeit data given by the candidate. to recommend a suitable product and policy plan based on the behavioral profile of the applicant.
- **THE BLOCK CHAIN** The financial conduct authority developed it as a mutually distributed ledger system to offer service providers novel solutions. Helping Protection suppliers to smooth out their administrative work especially in the cases settlement process.
- **INTERNET OF THINGS (IoT)**: Nowadays, the majority of electronic and automobile devices, including mobile phones, computers, laptops, and automobiles, are connected to the internet., By analyzing the information that is accessible on the internet on behalf of prospective applicants, one can easily assess the habits and lifestyle of customers when issuing insurance products, risk coverages, to keep rider coverage, and insurance coverage limitations.
- **DRONES**: drones aids in the estimation of fire loss and property damage, repairs, and the settlement of insured property claims. Also aids in coverage selection, risk probability calculation, and proportional premium calculation of risky points, structures, and procedures associated with property security
- **ARTIFICIAL INTELLIGENCE** is one of the rapidly developing and frequently utilized technologies in the financial engineering of insurance policies and services. Insurance agency are utilizing man-made intelligence innovation to evaluate the gamble factors, plausibility of the possibility candidate to give the strategy with in a quick time through a fast endorsing process. Additionally, AI assists businesses in formulating pricing structures for financially engineered life insurance policies. Mr. Daniel has detailed in detail, in an article published on January 1, 2017, about the Lemonade Insurance Company, how they use AI technologies and the

assistance of their data scientists to conduct innovative insurance business and quickly settle claims. Lemonade Insurance Company breaks a world record by paying out a claim within three seconds of a customer using the Lemonade app on his iPhone7. For this extraordinary accomplishment, Lemonade group cross checked the strategy subtleties by running almost around 18 enemy of extortion calculations during this brief period and settled the case. The finest illustration of artificial intelligence can be found here.

Financially Engineered Life Insurance products are designed and developed through the following essential steps:

Make a list of the requirements that prospective customers have in terms of savings, investments, life insurance, and various protection riders.

- Establish the most effective strategy for managing the various anticipated risks, taking into account the financial, social, and health factors as well as the family profile of an average customer. Identify or forecast the market's challenges, anticipated threats from rivals, and existing and anticipated regulations from IRDAI, SEBI, and other government regulatory agencies.
- Financially engineered insurance products must be guaranteed to manage these risks in the most cost-effective and efficient manner possible to maximize shareholder value and add value to all stakeholders
- Acknowledge and implement the appropriate recommendations and suggestions made by insurance industry professionals, marketing agencies, and actuaries. Keep a close eye on opportunities to cover new risks, design a new FE product, or update the FE life insurance products you already have. The insurance industry never misses out on an opportunity presented by risks. Cybercrime and cyberterrorism,

THE ROLE ICTs play a role in the marketing of financially engineered life insurance policies: Utilization of ICTs in the advertising of Monetarily Designed Disaster protection approaches in the accompanying structures.

- a) Tables and appealing illustrations in online advertising for various financially engineered life insurance policies
- b) Using emails to promote financially engineered life insurance policies.
- c) Using social media platforms like Facebook, Twitter, Whatsup, Instagram, LinkedIn, YouTube, Snapchat, Reddit, and others to promote financially engineered life insurance policies d) Blogging for the promotion of Financially Engineered life insurance policies through appealing case studies and articles.
- e) Using ICT applications, targeted emails and online advertisements can be sent to specific groups of people.

Utilization of e-commerce and online FE sales policies: Insurance companies gain the following advantages from using ICTs in marketing: Without intermediaries or agents, the insurer can easily and significantly reduce costs by identifying the number of potential new customers. due to the timely and efficient online services provided to customers, increases customer loyalty and the company's goodwill. When purchasing insurance policies and submitting claim forms online, we can simplify the application process. The role of ICTs in the improvement of financially engineered life insurance businesses: Companies can greatly assist customers in saving their valuable time. Financially engineered insurance policies are the subject of a feasibility test or study in the insurance industry. means, a methodical analysis that takes into account all of the relevant aspects of the financial engineering project. These elements incorporate, legitimate, monetary, efficient, specialized and so on., to discover the probability of finishing the FE project effectively. Business cases frequently include competitive analysis, cost-benefit analysis, and sales projections for multiple years. However, balance sheets and income statements are not, indicating that detailed actuarial and financial modeling are not required for business case approval.

B2C: Insurance company policyholders, insurance broker policyholders, and insurance industry technology group policyholders all fall into this category. ICTs effectively lessening the working expense of Monetarily Designed Insurance Contracts (See the model beneath). The Combined Ratio (CR) is one of insurance companies' most important Key Performance Indicators (KPIs): Combined Ratio = Premiums/10 x (Claims Costs + Operating Costs)

V. CONCLUSION

The researcher came to the conclusion that ICTs play a significant role in the financially engineered life insurance products and business processes of life insurance. In the current technological era, it is impossible to maintain insurance business practices without ICTs. In the insurance industry, more than eighty percent of potential and current customers use mobile devices to evaluate products, provide feedback, and place orders as part of the final decision-making process. As a result, financial engineering applications in the insurance industry are increasingly relying on ICTs.

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