

AI-Powered Recommendation and Document Intelligence for Insurance Claims



Client

A leading insurance carrier in the United States handling thousands of claims and policy inquiries daily.

Challenge

The insurer faced three critical challenges:



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Perform a thorough review of our own business structure and compare it with key competitors.



Customer Confusion:

Pinpoint gaps and untapped areas in the market that offer promising opportunities.



Siloed Systems:

Study evolving market dynamics and gain insight into customer preferences and buying habits.

Solution: Anubavam AI Recommendation Suite

Anubavam deployed its AI Recommendation and Document Intelligence Engines — combining DocIQ and RecommendIQ — to automate and personalize both claims processing and policy understanding.

Core Components

Document Understanding (DocIQ):

OCR and NLP engines read and interpret insurance policies, clauses, and conditions, converting them into structured, searchable data.

Knowledge Assistance:

Integrated chatbot assistant (AskIQ) answered coverage-related questions from agents and policyholders in natural language, referencing real policy text for transparency

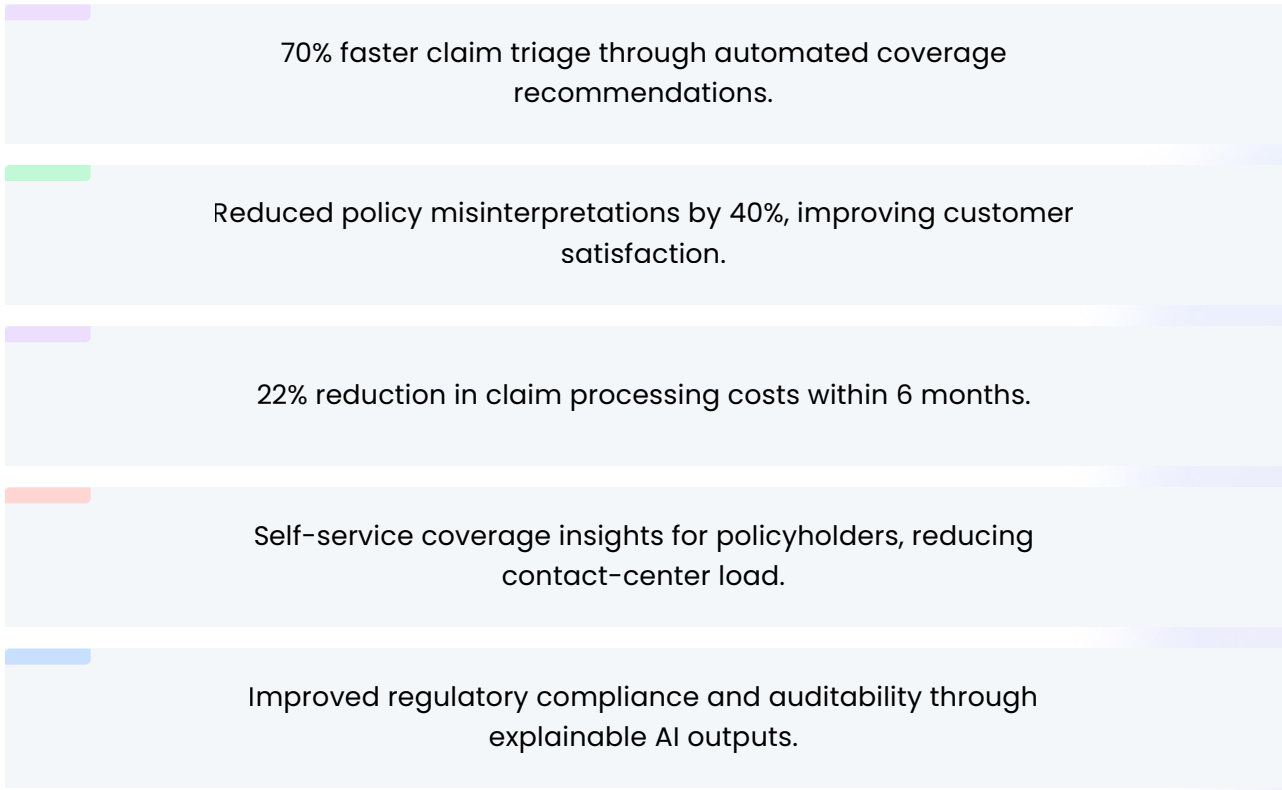
Contextual Recommendations (RecommendIQ):

AI model analyzed policyholder data, claim type, and policy clauses to recommend next-best actions — claim approvals, rejections, or additional documents required.

Integration Layer:

Connected to the client’s existing CRM, Claims Management System, and Document Repository through secure APIs, ensuring continuous synchronization.

Impact



70% faster claim triage through automated coverage recommendations.
Reduced policy misinterpretations by 40%, improving customer satisfaction.
22% reduction in claim processing costs within 6 months.
Self-service coverage insights for policyholders, reducing contact-center load.
Improved regulatory compliance and auditability through explainable AI outputs.

Technology Stack

AI Models

LLaMA 3, GPT-4 Turbo, and in-house fine-tuned LLMs

Frameworks

LangChain, FastAPI, Temporal, and Pinecone for vectorized search

Integrations

Salesforce, Guidewire, and internal claims databases

Deployment

Hybrid cloud setup with data encryption and compliance alignment (HIPAA, SOC 2)

Outcome

The insurer transformed claims management from a reactive, manual process into a proactive, AI-driven recommendation ecosystem — where both adjusters and customers gained real-time clarity, accuracy, and confidence.

“The system doesn’t just automate — it understands the language of insurance.”

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