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# Exploring the Role of AI in Efficiently Tracing CTF Gone-Aways

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# Agenda

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- Ai-London & City University
- What is AI?
- Using AI for CTF Gone-Aways
- What's Next





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EIT Digital selected a collaboration between award-winning Ai-London and City, University of London, to develop AI driven insurtech solutions to 'Close the Financial Advice Gap'.



# The Ai-Intern Programme

Chikaze Mori



Dominic Palaczky



## Ai-Library

A growing catalogue of pre-trained AI tools

### #DGT

Dormant & Gone-Away Trace

### #NBA

Next Best Action

### #VOC

Voice of the Consumer

### #UCI

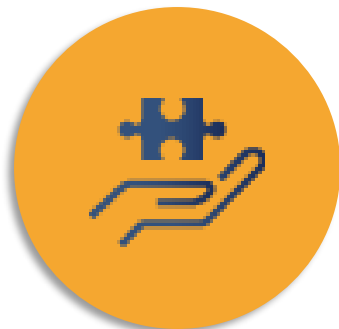
Ultra Customer Insight

# What is AI?

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AI is a tool that makes better predictions



Better predictions equal better decisions



Better decisions drive increased revenues and avoided costs

# The Adoption of AI

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Businesses using AI grew by **270%** in 2020

50% reported a **boost in productivity**

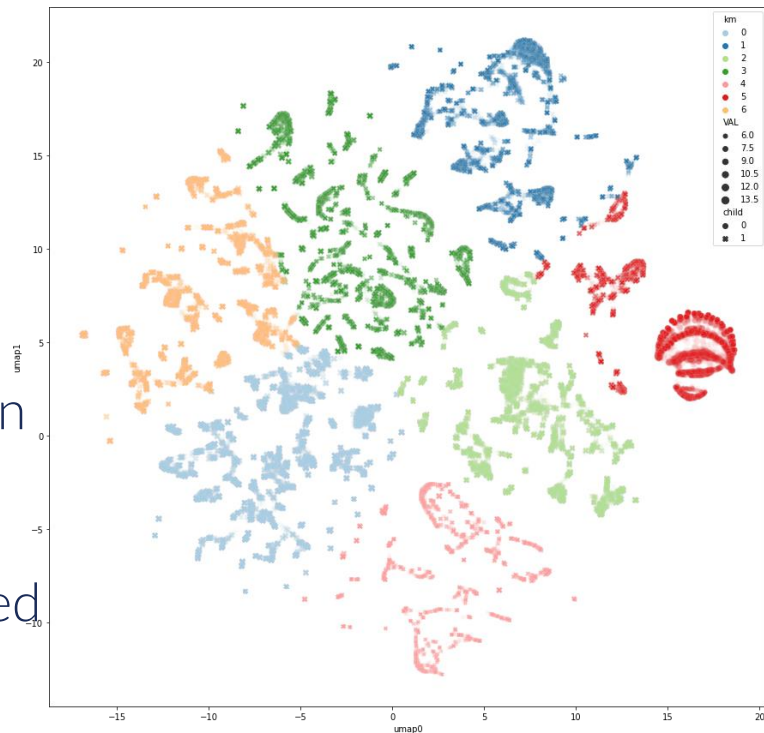
>**90%** of leading businesses invest in AI

**62%** of consumers are willing to submit data to AI



# What is Clustering?

- The most widely used technique for data summarisation
- Creates groups that contain data similar to each other
- K-Means is the most applied method that creates k clusters



# Ai-London: Use Case

## Customer Segmentation

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- Project applying clustering to CTFs, focusing on Gone-Aways
- Why use Clustering?  
AI is efficient, process thousands of entries in seconds  
AI identifies hidden patterns just as humans do, but faster
- Assigns a cluster to each policy holder on given features, then we need to explain the label

**Business Impact:** Uncovers hidden features of Gone-Aways. Acts as an aide in policy making.



# Ai-London Use Case

## Explainable Clusters

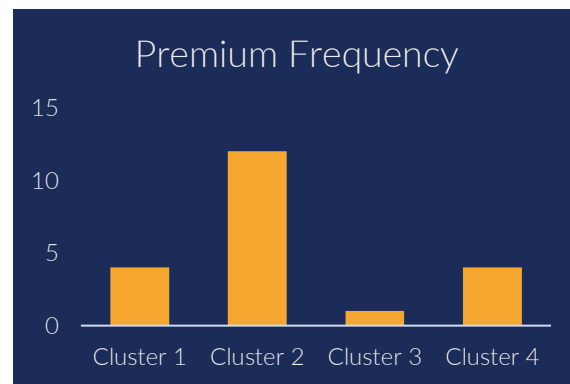
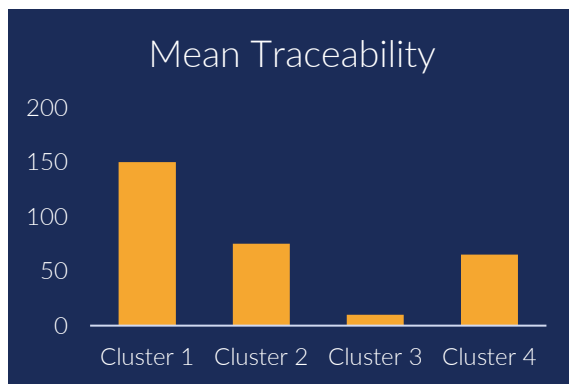
- How can we understand and use what the algorithm has produced?
- Use a second ML model to predict which cluster a datapoint will be in – feature importance



# Ai-London Use Case

## Explainable Clusters

- How can we understand and use what the algorithm has produced?
- Visualise features per cluster, large differences imply meaningful features



# What's Next?

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# Conclusion

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- AI helps us to make decisions
- Clustering can efficiently identify hidden patterns of data
- The LP&I industry can benefit from this new tool





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# Q&A