msg.ask:it

AI-supported knowledge base for the insurance industry

Insurance companies possess a vast amount of knowledge that is contained in countless documents. Be it Word or PDF documents, wiki pages, ticket systems, comment lines, source codes or other sources, an individual person cannot grasp the entirety of knowledge about insurance. Searching for relevant information is time-consuming and therefore expensive. In many cases, questions can only be answered by experts anyway. Yet the availability of knowledge, as a resource, is an important production factor for insurers – especially in light of the growing shortage of specialists. With an intelligent knowledge search, the potential of this resource can be tapped in a way that saves both time and money.

Optimised knowledge transfer

msg.ask:it from msg insur:it is an AI-supported knowledge base tailored precisely to the documents and expertise of the insurance sector. The application delivers quality information for a range of target groups quickly, conveniently and consistently – any time, anywhere. Questions are answered instantly (in real time), problems are solved and processes are accelerated. This optimises the transfer of knowledge and creates completely new opportunities within the company. Not only does AI-based knowledge transfer increase efficiency, but it also improves the quality of work as the relevant knowledge is available directly, like a digital assistant, such as during the development of new tariffs or the implementation of complex contract processing.

Semantic search based on cutting-edge AI technology

msg.ask:it uses semantic search methods to search text by context as well as words, which improves the delivery of relevant information. With the appropriate architecture, this can be applied to very large numbers of documents. msg.ask:it uses a large language model based on transformer technology. This technology makes it possible to process longer texts and establish deeper correlations between individual sentences. As a leading software company in the insurance sector, msg insur:it has the necessary professional and technical expertise both for the selection of suitable documents and tools and for their adaptation to insurance-specific issues.

Unlike a search based on keywords, msg.ask:it factors in the full content of the documents and delivers thematically relevant results (including links to the corresponding documents), even if the search terms are not in the text. Hits are evaluated to ensure that the most relevant answers are displayed prominently.

Relevant information for experts from the msg.Life Factory environment

The application's basic module is intended for developers and expert advisers from the msg.Life Factory environment. The standard documents of msg.Life Factory (in Word and PDF format) and the subject specifications from the technical concepts serve as the knowledge base.

Ongoing further development

msg.ask:it is constantly being further developed, both to its features and to expand its content to include other insurance segments and skill groups. The application's knowledge base will be expanded in stages. Internal and external documents (such as relevant laws) alike are incorporated into the search to give insurers access to comprehensive industry knowledge through msg.ask:it. With cost sharing, users of the solution can profit from these centralised updates in a cost-effective manner.

Ready for cloud/SaaS

The basic module of msg.ask:it is available as an online application with secure access. All components of the application run in containers, making them SaaS-ready and flexible with regard to deployment.