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*We see great potential in our unstructured text data. The project with Capgemini gave us a better understanding of the steps we need to take in order to unlock the value”*

**Minda Asgard Musk**

*Head of Customer Analytics,  
Private Division*



Gjensidige builds on 200 years of tradition and service with state-of-the art technology

## Capgemini and IBM Watson help Gjensidige find the voice of its customers

Gjensidige is a leading Norwegian insurance company that has been providing peace of mind to its customers for over 200 years. Gjensidige offers life, health, and asset insurance in both private and commercial sectors in Norway, Sweden, Denmark and the Baltics. In Norway, the company also offers banking, pension, and savings services.

### Challenge

Gjensidige saw a big potential in mining existing data from various operational sources in order to provide better and more streamlined services to its customers, while at the same time increasing the integrity, accessibility, and confidentiality of the customer data. Gjensidige's goal was to centralize the control and collation of data. As the data was often stored as text, it was hard to collate, analyze, process, and present. Furthermore, the data often featured difficult to understand insurance terms that were only manually available and not suitable for normal statistical analysis.

### Overview

**Customer:** Gjensidige

**Industry:** Insurance

**Location:** Norway

**Client Challenges / Business Need:** collect and analyze disparate customer data

**Solution-at-a-glance:** IBM Watson Explorer

#### Results:

- IBM Watson was trained to understand Norwegian and insurance terminology
- Improved analytical capability for management
- Clear information on customer demographics and opinions

## Solution

Capgemini suggested the use of IBM Watson technology to collect and analyze the maze of disparate data. IBM Watson Explorer was evaluated and was determined to be the ideal tool to learn how to interpret specific phrases, terms, problems, and experiences described in the data.

The Gjensidige customer analytics team in collaboration with Capgemini, trained Watson to read and analyze data from various disparate channels. The solution collated the vast amount of data and provided Gjensidige and Capgemini with clear, actionable information and insight.

## Results

The ability to uncover the “voice of the customer” has helped Gjensidige’s management to better understand its customers, increase information quality and security, and take necessary actions to improve their services. Analysis based on structured information combined with raw textual information, will enable Gjensidige to carefully measure customer opinions in order to prevent churn. The result will be better customer service and the customer experience.

### The Collaborative Approach:

The Collaborative Business Experience is central to Capgemini philosophy and a pillar of our service delivery.

Gjensidige and Capgemini experts had to work closely in order to train IBM Watson Explorer how to read disparate insurance data. Gjensidige was responsible for clarification of expectations and insurance related expertise, while Capgemini was responsible for the Watson as well as carrying out the specific analysis work. Together, Capgemini and Gjensidige made full use of the machine-learning aspect of the IBM Watson technology.

## About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is a global leader in consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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## About Gjensidige

Gjensidige is a Nordic insurance company. They safeguard life, health and assets for customers in private and commercial sector in Norway, Denmark, Sweden, Estonia, Lithuania and Latvia. In Norway, the customers are also offered products such as banking, pensions and savings. Gjensidige is listed on the Oslo Stock Exchange.

Learn more about client at:  
[www.gjensidige.no](http://www.gjensidige.no)

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