

# **Coverage Report**

**On**

**Reliance General Insurance empowers  
customers with a rapid vehicle claims  
solution powered by Microsoft Azure AI**

## PRINT MEDIA COVERAGE

Sr. No.	Publication	Headline	Pg. No.	Edition/Links
1	The Hindu Business line	Reliance Insurance's AI solution	9	Ahmedabad Delhi Chandigarh Bengaluru Hyderabad Chennai Kochi Mumbai Kolkata Pune
2	Loksatta	Auto insurance now in one hour	4	Mumbai
3	Herald Youngleader	Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by Microsoft Azure AI	7	Ahmedabad
4	Arthik Lipi	Reliance General Insurance introduced the entire insurance ID of the claim	9	Kolkata
5	Navbharat	Rapid service started	5	Mumbai
6	Saamana	The vehicle accident claim was easy	5	Mumbai
7	Central Chronicle	Reliance General Insurance providing Microsoft Azure AI	7	Bhopal
8	Divya Bhaskar	Quick vehicle claims settlement	4	Mumbai
9	Duniya Khabar	^Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by microsoft Azure AI^	7	Bhubaneshwar
10	Dainik Adhikar	Reliance General Insurance is empowering customers to settle vehicle claims immediately	5	Jaipur
11	Jagruk Times	Reliance General Insurance is empowering customers with Microsoft Azure AI solution	4	Jaipur
12	Indian Era	RGI empowers customers with a rapid vehicle claims	7	Bhubaneshwar
13	Uttar Shakti	Reliance General Insurance is empowering customers with Microsoft Azure AI solution	3	Mumbai
14	Vyapar	Reliance General Insurance launched IoA based solution	3	Mumbai
15	Jagruk Times	The vehicle accident claim was easy	2	Mumbai
16	Shivneri	Reliance General Insurance is empowering customers with Microsoft Azure AI solution	3	Mumbai
17	Navshakti	Rapid new option for auto insurance of RGI	6	Mumbai

18	Hamara Mahanagar	Reliance General Insurance launches rapid service	6	Mumbai
19	Samaj	Reliance General Insurance empowers customers	11	Bhubaneswar
20	News Today	Reliance Partners with Microsoft	3	Chennai
21	Makkal Kural	Reliance General Insurance empowers customers	9	Chennai
22	Arthik Lipi	Reliance General Insurance introduced Insurance ID to resolve claims	5	Kolkata
23	Business Remedies	Reliance General Insurance is empowering customers with a solution powered by Microsoft Azure AI to settle vehicle claims	6	Jaipur
24	Virtual Times	Reliance General Insurance empowers customers with a Rapid Claims solution	3	Chennai
25	Trinity Mirror	Reliance General Insurance introduces Rapid	5	Chennai
26	Global Times	Reliance General Insurance is empowering customers with a solution powered by Microsoft Azure AI to settle vehicle claims	8	Mumbai

### Online

Sr. No.	Publication	Edition/Link
1	Outlook India	<a href="https://outlookindia.com">Reliance General Launces New AI-Based Solution (outlookindia.com)</a>
2	ETCIO	<a href="https://indiatimes.com">Here's why Reliance General Insurance bullish over AI, IT News, ET CIO (indiatimes.com)</a>
3	UNI	<a href="https://uniindia.com">Reliance General Insurance providing Microsoft Azure AI (uniindia.com)</a>
4	UNI	<a href="https://uniindia.com">Reliance General Insurance empowers customers with a rapid vehicle claims solution (uniindia.com)</a>
5	CRN	<a href="https://crn-india.com">Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by Microsoft Azure - CRN - India</a>
6	Asia Insurance Post	<a href="https://asiainsurancepost.com">Reliance General powers its motor claim settlement with Microsft Azure AI - Asia Insurance Post</a>
7	Banking Frontiers	<a href="https://bankingfrontiers.com">Reliance Insurance now uses RAPID - Banking Frontiers</a>
8	Auto Car Pro	<a href="https://autocarpro.in">Reliance General Insurance uses Microsoft Azure AI-tech for rapid claim settlement (autocarpro.in)</a>
9	Silicon Village	<a href="https://siliconvillage.com">Reliance General Insurance Empowers Customers with a Rapid Vehicle "Claims Slution Powered By Microsoft Azure AI"</a>
10	SME Street	<a href="https://smestreet.in">Reliance General Insurance Implements Microsoft Azure AI to Empower Rapid Claims Solutions (smestreet.in)</a>
11	Navarashtra	<a href="https://navarashtra.com">Reliance General Insurance will now enable customers with the option of Accelerated Vehicle Claims, equipped through</a>

		<a href="#">Microsoft Azure AI NRSj</a>   रिलायन्स जनरल इन्शुरन्स आता मायक्रोसॉफ्ट अझुरे एआयच्या माध्यमातून सज्ज, वेगावन व्हेईकल क्लेम्स पर्याय देऊन ग्राहकांना करणार सक्षम
12	VAR India	<a href="#">RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION (varindia.com)</a>
13	The Tech Street Now	<a href="#">Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by Microsoft Azure</a>
14	APN News	<a href="#">“Reliance General Insurance Empowers Customers With A Rapid Vehicle Claims Solution Powered By Microsoft Azure AI”  </a>
15	Media Catalyst	<a href="#">Reliance General Insurance Empowers Customers with Rapid Vehicle Claims Solution (mediacatalyst.in)</a>
16	This Week India	<a href="#">RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE (thisweekindia.news)</a>
17	Media Tech	<a href="#">RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE “CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI” – MediaTech (wordpress.com)</a>
18	4psNew	<a href="#">Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by Microsoft Azure AI (s.com)</a>
19	Arthniti Magazine	<a href="#">“RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI”</a>
20	The News Pro	<a href="#">RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI - The News Pro - India, Automobile, Entertainment, Business, &amp; World News Website.</a>
21	Konexio	<a href="#">“RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI”, News, KonexioNetwork.com</a>
22	Exclusive News	<a href="#">RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI Exclusive News   Exclusive News</a>
23	Global Prime News	<a href="#">“RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI”   Global Prime News</a>
24	Samachar Prahari	<a href="#">रिलायंस जनरल इन्श्योरेंस की रैपिड सेवा शुरू - Samachar Prahari</a>
25	Mumbai News Express	<a href="#">“RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI” –</a>
26	Debtaru Adventures	<a href="#">: RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE “CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI” (debtaru.blogspot.com)</a>
27	Nyoooz	<a href="#">Reliance partners with Microsoft News Today   CHENNAI NYOOOZ</a>
28	News Today	<a href="#">Reliance partners with Microsoft - News Today   First with the news (newstodaynet.com)</a>

# PRINT MEDIA COVERAGE

**Publication:** The Hindu Business Line**Page:** 9**Date:** Jan 03 2021**Reliance Insurance's AI solution**

Reliance General Insurance (RGI) is now offering "faster and seamless customer experience" while making vehicle claims. The new age technology uses artificial intelligence (AI) to identify the damage from the vehicle image feeds and procures the correct assessment, which then gets instantly delivered to consumers. In this process, right from the accident spot, the insured can access Reliance Selfi app to intimate the claim and upload the photos and documents in order get the claim registered. Then, the AI tool starts the processing and generates a provisional repair work order for the customer. It also gives an option to the customer to opt for on-the-spot settlement which can be credited in customers' account immediately.





## बाजारात नवीन काय?

### वाहन विमा आता तासाभरात

वाहन विम्याचे नूतनीकरण आणि क्लेमच्या प्रक्रियेत आजही पारंपरिक मार्गांचा अवलंब होता. यात वाहनाची प्रत्यक्ष पाहणी करून नुकसानीचा आढावा घेण्यासाठी निरीक्षकांची गरज असते. यामुळे परीक्षणाच्या प्रक्रियेला विलंब होतो आणि त्यामुळे वाहन विमाधारक बराच काळ प्रवासापासून वंचित राहतात. ही आव्हाने कमी करण्यासाठी रिलायन्स जनरल इन्शुरन्सने सेलेबल टेक्नोलॉजिस या मायक्रोसॉफ्टच्या भागीदारासोबत सहकार्य केले आहे. यातून एक नवा एआय पर्याय मिळणार आहे. ज्यामुळे ग्राहकांना कुठूनही, कधीही विमा घेता येईल किंवा त्याचे नूतनीकरण करता येईल.

रिलायन्स जनरल इन्शुरन्स (आरजीआय) हा नवा जलद पर्याय सादर केला आहे. मायक्रोसॉफ्ट अझुरे कॉग्निटिव्ह सर्विसेस आणि अझुरे मशिन लर्निंग क्षमतांनी युक्त अशी ही इमेज अॅनालिटिक्सने सज्ज प्रणाली आहे. या पर्यायामुळे 'आरजीआय' ला आपल्या ग्राहकांना विम्याचा क्लेम करताना अधिक वेगवान आणि सहजसोपा अनुभव देणे शक्य होणार आहे. गाडीच्या छायाचित्रांच्या माध्यमातून गाडीचे किती नुकसान झाले आहे हे ठरवते आणि योग्य विश्लेषण करते. हे परीक्षण तात्काळ ग्राहकापर्यंत पोहोचते. या प्रक्रियेत अगदी अपघाताच्या स्थळावरून विमाधारक रिलायन्स सेल्फी ॲपचा वापर करून क्लेम करू शकतील, फोटो आणि कागदपत्रे अपलोड करून दाव्याची नोंदणीही करू शकतील. दावा तयार केला गेला की 'एआय' प्रणाली पुढील प्रक्रिया सुरू करते आणि तत्काळ दुरुस्तीच्या कामाची तरतूद केली जाते. यात जागेवरच सेटलमेंटचाही पर्याय देण्यात आला आहे. यामुळे ग्राहकांच्या खात्यात तात्काळ पैसे जमा केले जातात. ही संपूर्ण प्रक्रिया तासाभराहून कमी वेळात पूर्ण होते. एरवी ही संपूर्ण प्रक्रिया अत्यंत वेळखाऊ आणि कटकटीची असते. काही वेळा तर या प्रक्रियेला १० ते १२ दिवसही लागतात.



## वाहनों के दावों के तुरंत निपटान के लिए ग्राहकों को सशक्त बना रहा है रिलायंस जनरल इश्योरेंस

रिलायंस कैपिटल की 100% अनुषंगी कंपनी, रिलायंस जनरल इश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र एवं तुरंत निपटान के लिए 'ORAPID' (रैपिड) नामक सेवा की शुरुआत की है, जो माइक्रोसॉफ्ट एज्योर कॉन्नेक्शियल सर्विसेज तथा एज्योर मशीन लर्निंग द्वारा संचालित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। इस प्रक्रिया में शुरू से अंत तक के इस समाधान ने ऋतु के वाहनों से संबंधित दावों के निपटान की प्रक्रिया को तेज बनाने तथा ग्राहकों को परेशानी-मुक्त अनुभव प्रदान करने में मदद की है।

भारत दुनिया के सबसे बड़े एवं सर्वाधिक तेजी से विकसित मोटर-वाहन बीमा बाजारों में से

एक है, जो पॉलिसी को रिन्यू करने तथा वाहनों की मरम्मत से जुड़े दावों के निपटान के लिए पारंपरिक तरीकों पर निर्भर है, जिसमें आमतौर पर एक इंस्पेक्टर वाहनों को हुए नुकसान की जांच-पड़ताल करता है और आकलन करता है। इससे निरीक्षण की प्रक्रिया में देरी होती है, जिसकी वजह से कारों और पॉलिसी-धारकों को लंबे समय तक सड़क से दूर रहना पड़ता है। इस समस्या से निजात पाने के लिए, रिलायंस जनरल इश्योरेंस ने बिल्कुल नया, ह्यूमैनीयन तैयार करने के लिए माइक्रोसॉफ्ट के भागीदार, सेलेबल टेक्नोलॉजीज के साथ साझेदारी की है, जो ग्राहकों के लिए अपनी मर्जी से कभी भी, कहीं भी पॉलिसी खरीदने या

रिन्यू करना सुविधाजनक बना देता है। नए जमाने की इस तकनीक में आर्टिफिशियल इंटेलिजेंस की मदद से वाहनों के फ्रीड किए गए तस्वीरों से नुकसान की पहचान की जाती है और सही ढंग से मूल्यांकन किया जाता है, जिसे ग्राहकों तक तुरंत पहुंचाया जाता है। दुर्घटना स्थल से लेकर दावे के निपटान तक की पूरी प्रक्रिया में, बीमाधारक रिलायंस सेल्फी ऐप का उपयोग करके दावा कर सकते हैं, तथा दावे के पंजीकरण के लिए फोटो और दस्तावेज अपलोड कर सकते हैं। दावे की शुरुआत के बाद, एआई टूल दावे की प्रक्रिया आरंभ कर देता है और बिना किसी देरी के ग्राहकों की वाहन की मदद के लिए तुरंत प्रोविजनल वर्क-आर्डर उत्पन्न करता है।



# রিলায়েন্স জেনারেল ইন্স্যুরেন্স দাবি সমাধানের ইন্স্যুরেন্স ‘আইডি’ চালু করল

কলকাতা, ২৫ ডিসেম্বর, ২০২০: রিলায়েন্স জেনারেল ইন্স্যুরেন্স (আরজিআই) মাইক্রোসফ্ট অ্যাজুরে কগনিটিভ সার্ভিসেস এবং অ্যাজুরে দ্বারা চালিত চিত্র বিশ্লেষণে সজ্জিত ‘আইডি’ চালু করে তার গাড়ি দাবি প্রক্রিয়ায় গতি এবং ত্বরণ নিয়েছে। মেশিন শেখার ক্ষমতা। এই শেষ-থেকে-শেষ সমাধানটি আরজিআইকে গাড়ির দাবি করার সময় অনেক দ্রুত এবং বিরামবিহীন গ্রাহকের অভিজ্ঞতা সরবরাহ করতে সহায়তা করেছে। নতুন যুগের প্রযুক্তিটি গাড়ির চিত্রের ফিডগুলি থেকে ক্ষয়ক্ষতি সনাক্ত করতে কৃত্রিম বুদ্ধিমত্তাকে ব্যবহার করে এবং সঠিক মূল্যায়ন সংগ্রহ করে যা তাত্ক্ষণিকভাবে গ্রাহকদের কাছে সরবরাহ করা হয়। এই প্রক্রিয়াটিতে, দুর্ঘটনার জায়গা

থেকে সঠিকভাবে, বীমাপ্রাপ্তরা দাবিটি ঘনিষ্ঠ করতে রিলায়েন্স সেলফি অ্যাপ্লিকেশনটি অ্যাক্সেস করতে পারে, দাবি নিবন্ধিত করতে ছবি এবং নথিগুলি আপলোড করতে পারে। দাবি উত্পন্ন হওয়ার পরে, এআই সরঞ্জামটি প্রক্রিয়াজাতকরণ শুরু করে এবং প্রায় সঙ্গে সঙ্গে গ্রাহকের জন্য একটি অস্থায়ী মেরামত কাজের আদেশ তৈরি করে। এটি গ্রাহককে অন স্পট বন্দোবস্ত বেছে নেওয়ার জন্য একটি বিকল্প দেয় যা অবিলম্বে গ্রাহকদের অ্যাকাউন্টে জমা দেওয়া যায়। আরএপিআইডি দাবিগুলির নিষ্পত্তির সময়কালের জন্য অন্তর্নিহিত প্রক্রিয়াটি এক ঘন্টারও কম সময়ের মধ্যে সম্পূর্ণ করার জন্য ডেকে আনে, অন্যথায় সময় গ্রহণ এবং ঝামেলা প্রক্রিয়া থেকে গড়ে ১০ থেকে ১২ দিন সময় নেয়। এই উদ্যোগ সম্পর্কে কথা বলতে গিয়ে, রিলায়েন্স জেনারেল ইন্স্যুরেন্স কোম্পানী লিমিটেডের সিইও জনাব রাকেশ

জৈন মন্তব্য করেছিলেন, “এই এআই-ভিত্তিক সমাধানটি উপস্থাপন করে, পুরো যানবাহন দাবি প্রক্রিয়াটি আমাদের গ্রাহকদের জন্য পুরোপুরি সুপারফেস এবং ঝামেলা-মুক্ত করে তুলেছে। এই প্রযুক্তিটি আমাদের যাত্রীবাহী যানবাহনগুলির জন্য কেবলমাত্র পেরিফেরিয়াল ক্ষয়ক্ষতির জন্য আমরা প্রাপ্ত দাবিগুলির ৬০ এরও বেশি প্রয়োজনীয় ত্বরণ নিয়ে আসে ব্যবহারের সাথে, দাবি প্রক্রিয়াজাতকরণের সময়টিতে একটি উল্লেখযোগ্য হ্রাস অর্জিত হয়, যার ফলে গ্রাহক পরিষেবাদের বর্ধিত অভিজ্ঞতা হবে। এই উদ্যোগটি আমাদের ব্র্যান্ড ফিলোসফি টেক্ হার্টের সাথে ভালভাবে সংযোগ স্থাপন করে, মানুষের স্পর্শের সাথে প্রযুক্তিগত সমাধান সরবরাহ করে। মাইক্রোসফ্ট ইন্ডিয়ান বাণিজ্যিক অংশীদারদের নির্বাহী পরিচালক ভেঙ্কট কৃষ্ণান বলেছেন, “মাইক্রোসফ্টের লক্ষ্য হ’ল

এআইয়ের সুবিধাগুলি সকলের কাছে অ্যাক্সেসযোগ্য এবং মূল্যবান করে মানুষের দক্ষতা বৃদ্ধি করা। আমরা কৃত্রিম বুদ্ধিমত্তার শক্তি এবং এর গ্রাহকদের অভিজ্ঞতা পুনরায় কল্পনা করার জন্য এর রূপান্তরকৃত প্রভাব আনতে রিলায়েন্স জেনারেল ইনস্যুরেন্সের সাথে সহযোগিতা করে সম্মুখ। সমাধানটি তৈরি করার জন্য আমরা আমাদের অংশীদার সেলিবল টেকনোলজিসকে ধন্যবাদ জানাই, যা পুনর্নবীকরণ এবং দাবী প্রক্রিয়া দুটিই নিরাপদ এবং পরিমাপযোগ্য পদ্ধতিতে চালিত এবং আরও দক্ষ করে তোলে।

वाहनों के दावों के  
निपटान के लिए

## रैपिड सेवा की शुरुआत

मुंबई, सं. रिलायंस जनरल इश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र निपटान के लिए रैपिड सेवा की शुरुआत की है, जो माइक्रोसॉफ्ट एज्योर कॉग्नेशियल सर्विसेज व एज्योर मशीन लर्निंग द्वारा संचालित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। इस प्रक्रिया में शुरू से अंत तक के समाधान के लिए वाहनों से संबंधित दावों के निपटान की प्रक्रिया को तेज बनाने तथा ग्राहकों को परेशानी मुक्त करने में मदद की है।

मोटर वाहन बीमा पॉलिसी से वाहनों की मरम्मत, नुकसान की जांच-पड़ताल व निरीक्षण प्रक्रिया में देरी होती है, जिसकी वजह से कारों और पॉलिसी-धारकों को लंबे समय तक इंतजार करना पड़ता है। इस समस्या से निजात पाने के लिए रिलायंस जनरल इश्योरेंस ने नया AI सॉल्यूशन तैयार करने के लिए माइक्रोसॉफ्ट के साथ साझेदारी की है, जो ग्राहकों के लिए अपनी मर्जी से कभी भी, कहीं भी पॉलिसी खरीदने या रिन्यू करना सुविधाजनक बना देता है। बीमाधारक 'रिलायंस सेल्फी ऐप' का उपयोग कर दावा कर सकते हैं। इस अवसर पर वैकट कृष्णन ने कहा कि माइक्रोसॉफ्ट ने एआई के फायदों को सभी के लिए सुलभ एवं महत्वपूर्ण बनाकर मानवीय कौशल को कई गुना बढ़ाने को अपना लक्ष्य बनाया है।

## वाहनांचा अपघात क्लेम झाला सोपा

■ **अपघातग्रस्त** वाहनांचा विम्यासाठी क्लेम करण्याची प्रक्रिया वेगवान करण्यासाठी रिलायन्स जनरल इन्शुरन्सने 'रॅपिड' हा नवा पर्याय सादर केला आहे. मायक्रोसॉफ्ट अझुरे कॉग्निटिव्ह सर्विसेस आणि अझुरे मशीन लर्निंग क्षमतांनी युक्त अशी ही इमेज अॅनालिटिक्सने सज्ज प्रणाली आहे. यामुळे अगदी अपघात स्थळावरूनच विमाधारक रिलायन्स सेल्फी ॲपचा वापर करून क्लेम करू शकतील.

**Publication:** Central Chronicle**Page:** 7**Date:** Dec 22, 2020**Reliance General Insurance  
providing Microsoft Azure AI**

**Mumbai (UNI):** Reliance General Insurance (RGI), a 100 pc subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities.

This end-to-end solution has helped RGI provide a much faster and seamless customer experience while making vehicle claims.

India, which is one of the world's largest and fastest-growing auto insurance markets, relies largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess damages.

This leads to a delay in the process of inspection, resulting in keeping the cars and policy holders off the road for longer.

**Publication:** Divya Bhaskar**Page:** 4**Date:** Dec 22, 2020

### ઝડપી વાહન દાવા સમાધાન

માઈક્રોસોફ્ટ એડ્યુર કોગ્નિટિવ સર્વિસીસ અને એડ્યુર મશીન લર્નિંગ ક્ષમતાઓ દ્વારા પાવર્ડ ઈમેજ એનલાઈટ્ડેક્સ સાથે સુસજ્જ રેપિડ રજૂ કરીને વાહન દાવાની પ્રક્રિયાને રિલાયન્સ જનરલ ઈન્શુરન્સ દ્વારા ઝડપી બનાવવામાં આવી છે. આ પરિપૂર્ણ સમાધાનથી આરજીઆઈ વાહન માટે દાવો કરવા માગતા ગ્રાહકોને આસાન અનુભવ થશે. તેના સીઈઓ રાકેશ જેને જણાવ્યું હતું કે આ એઆઈ આધારિત સમાધાન અમારા ગ્રાહકોને સુપરફાસ્ટ અને ઝંઝટમુક્ત સેવા આપશે.



## "RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI"

Mumbai, 21st December, 2020: Reliance General Insurance (RGI), a 100% subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities. This end-to-end solution has helped RGI provide a much faster and seamless customer experience while making vehicle claims.

India, which is one of the world's largest and fastest-growing auto insurance markets, relies largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess damages. This leads to a delay in the process of inspection, resulting in keeping the cars and policy holders off the road for

longer. To mitigate this challenge, Reliance General Insurance collaborated with Celebal Technologies, a Microsoft partner, to create the new AI solution, which allows customers to buy or renew policies anytime, anywhere.

The new age technology uses Artificial Intelligence to identify damage from the vehicle image feeds and procures the correct assessment which gets instantly delivered to consumers. In this process, right from the accident spot, the insured can access Reliance Selfi app to intimate the claim, upload the photos and documents to get the claim registered. Once the claim is generated, the AI tool starts processing and almost instantly generates a provisional repair work order for the customer. It also gives an option to the

customer to opt for on-the-spot settlement which can be credited in customers' account immediately.

RAPID brings down the process of claims intimation to claims settlement period, to complete in less than an hour, from an otherwise time-consuming and hassled process that took an average period of 10 to 12 days.

Talking about this initiative, Mr. Rakesh Jain, CEO, Reliance General Insurance Company Limited commented, "Introducing this AI-based solution, makes the entire vehicle claims process completely super-fast and hassle-free for our customers. This technology brings the much-needed acceleration to more than 60% of claims we receive for our passenger vehicles which have just peripheral damages. With the use of RAPID, a significant decrease in the

claim processing time is achieved, which will result in an enhanced customer service experience. This initiative connects well with our Brand Philosophy Tech + Heart, offering tech solutions with human touch."

Venkat Krishnan, Executive Director, Commercial Partners, Microsoft India, said, "Microsoft's goal is to amplify human ingenuity by making the benefits of AI accessible and valuable to everyone. We are pleased to collaborate with Reliance General Insurance to bring the power of Artificial Intelligence and its transformative impact to reimagine the experience for their customers. We thank our partner Celebal Technologies for creating the solution, which makes the both the renewal and claims processes agile and more efficient, in a secure and scalable manner."

## वाहनों के दावों के तुरंत निपटान के लिए, ग्राहकों को सशक्त बना रहा है रिलायंस जनरल इश्योरेंस

मुंबई, (एजेंसी)। रिलायंस कैपिटल की 100% अनुषंगी कंपनी, रिलायंस जनरल इश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र एवं तुरंत निपटान के लिए RAPID (रैपिड) नामक सेवा की शुरुआत की है, जो माइक्रोसॉफ्ट एक्जोर कॉन्नेक्शियल सर्विसेज तथा एक्जोर मशीन लर्निंग द्वारा संचालित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। इस प्रक्रिया में शुरू से अंत तक के इस समाधान ने RGI को वाहनों से संबंधित दावों के निपटान की प्रक्रिया को तेज बनाने तथा ग्राहकों को परेशानी-मुक्त अनुभव प्रदान करने में मदद की है। भारत दुनिया के सबसे बड़े एवं सर्वाधिक तेजी से विकसित मोटर-वाहन बीमा बाजारों में से एक है, जो पॉलिसी को रिन्यू करने तथा वाहनों की मरम्मत से जुड़े दावों के निपटान के लिए पारंपरिक तरीकों पर निर्भर है, जिसमें आमतौर पर एक इंस्पेक्टर वाहनों को हुए नुकसान की जांच-पड़ताल करता है और आकलन करता है। इससे निरीक्षण की प्रक्रिया में देरी होती है, जिसकी वजह से कारों और पॉलिसी-धारकों को लंबे समय तक सड़क से दूर रहना पड़ता है। इस समस्या से निजात पाने के लिए, रिलायंस जनरल इश्योरेंस ने बिल्कुल नया, ड्रू सॉल्यूशन तैयार करने के लिए माइक्रोसॉफ्ट के भागीदार, सेलेबल टेक्नोलॉजीज के साथ साझेदारी की है, जो ग्राहकों के लिए अपनी मर्जी से कभी भी, कहीं भी पॉलिसी खरीदने या रिन्यू करना सुविधाजनक बना देता है। नए ज़माने की इस तकनीक में आर्टिफिशियल इंटेलिजेंस की मदद से वाहनों के फ्रेड किए गए तस्वीरों से नुकसान की पहचान की जाती है और सही ढंग से मूल्यांकन किया जाता है, जिसे ग्राहकों तक तुरंत पहुंचाया जाता है।



**वाहनों के दावों के तुरंत निपटान के लिए****माइक्रोसॉफ्ट एज्योर एआई के सॉल्यूशन के साथ  
ग्राहकों को सशक्त बना रहा रिलायंस जनरल इंश्योरेंस**

**मुंबई।** रिलायंस कैपिटल की 100 प्रतिशत अनुषंगी कंपनी, रिलायंस जनरल इंश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र एवं तुरंत निपटान के लिए 'रैपिड' नामक सेवा की शुरुआत की है, जो माइक्रोसॉफ्ट एज्योर कॉर्पोरेशन सर्विसेज तथा एज्योर मशीन लर्निंग द्वारा संचालित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। इस प्रक्रिया में शुरू से अंत तक के इस समाधान ने आरजीआई को वाहनों से संबंधित दावों के निपटान की प्रक्रिया को तेज बनाने तथा ग्राहकों को परेशानी-मुक्त अनुभव प्रदान करने में मदद की है। भारत दुनिया के सबसे बड़े एवं सर्वाधिक तेजी से विकसित मोटर-वाहन बीमा बाजारों में से एक है, जो पॉलिसी को रिन्यू करने तथा वाहनों की मरम्मत से जुड़े दावों के निपटान के लिए पारंपरिक तरीकों पर निर्भर है, जिसमें आमतौर पर एक इंस्पेक्टर वाहनों को हुए नुकसान की जांच-पड़ताल करता है और आकलन करता है। इससे निरीक्षण की प्रक्रिया में देरी होती है, जिसकी वजह से कारों और पॉलिसी-धारकों को लंबे समय तक सड़क से

दूर रहना पड़ता है। इस समस्या से निजात पाने के लिए, रिलायंस जनरल इंश्योरेंस ने बिल्कुल नया एआई सॉल्यूशन तैयार करने के लिए माइक्रोसॉफ्ट के भागीदार, सेलेबल टेक्नोलॉजीज के साथ साझेदारी की है, जो ग्राहकों के लिए अपनी मर्जी से कभी भी, कहीं भी पॉलिसी खरीदने या रिन्यू करना सुविधाजनक बना देता है। नए जमाने की इस तकनीक में आर्टिफिशियल इंटेलिजेंस की मदद से वाहनों के फ्रेड किए गए तस्वीरों से नुकसान की पहचान की जाती है और सही ढंग से मूल्यांकन किया जाता है, जिसे ग्राहकों तक तुरंत पहुंचाया जाता है। दुर्घटना स्थल से लेकर दावे के निपटान तक की पूरी प्रक्रिया में, बीमाधारक 'रिलायंस सेल्फी ऐप' का उपयोग करके दावा कर सकते हैं, तथा दावे के पंजीकरण के लिए फोटो और दस्तावेज अपलोड कर सकते हैं। दावे की शुरुआत के बाद, एआई टूल दावे की प्रक्रिया आरंभ कर देता है और बिना किसी देरी के ग्राहकों की वाहन की मदद के लिए तुरंत प्रोविजनल चर्क-आर्डर उत्पन्न करता है।

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## **RGI EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS**

Mumbai : Reliance General Insurance (RGI), a 100% subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities. This end-to-end solution has

helped RGI provide a much faster and seamless customer experience while making vehicle claims.

India, which is one of the world's largest and fastest-growing auto insurance markets, relies largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess

damages. This leads to a delay in the process of inspection, resulting in keeping the cars and policy holders off the road for longer. To mitigate this challenge, Reliance General Insurance collaborated with Celebal Technologies, a Microsoft partner, to create the new AI solution, which allows customers to buy or renew policies anytime, anywhere.

## अपने ग्राहकों को सशक्त बना रहा है रिलायंस जनरल इंश्योरेंस

मुंबई। रिलायंस कैपिटल की 100% अनुषंगी कंपनी, रिलायंस जनरल इंश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र एवं तुरंत निपटान के लिए (रैपिड) नामक सेवा की शुरूआत की है, जो माइक्रोसॉफ्ट एज्योर कॉग्नेशियल सर्विसेज तथा एज्योर मशीन लर्निंग द्वारा संचालित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। इस प्रक्रिया में शुरू से अंत तक के इस समाधान ने **RGI** को वाहनों से संबंधित दावों के निपटान की प्रक्रिया को तेज बनाने तथा ग्राहकों को परेशानी-मुक्त अनुभव प्रदान करने में मदद की है। भारत दुनिया के सबसे बड़े एवं सर्वाधिक तेजी से विकसित मोटर-वाहन बीमा बाजारों में से एक है, जो पॉलिसी को रिन्यू करने तथा वाहनों की मरम्मत से जुड़े दावों के निपटान के लिए पारंपरिक तरीकों पर निर्भर है, जिसमें आमतौर पर एक इंस्पेक्टर वाहनों को हुए नुकसान की जांच-पड़ताल करता है और आकलन करता है। इससे निरीक्षण की प्रक्रिया में देरी होती है, जिसकी वजह से कारों और पॉलिसी-धारकों को लंबे समय तक सड़क से दूर रहना पड़ता है। इस समस्या से निजात पाने के लिए, रिलायंस जनरल इंश्योरेंस ने बिल्कुल नया अकसॉल्यूशन तैयार करने के लिए माइक्रोसॉफ्ट के भागीदार, सेलेबल टेक्नोलॉजीज के साथ साझेदारी की है, जो ग्राहकों के लिए अपनी मर्जी से कभी भी, कहीं भी पॉलिसी खरीदने या रिन्यू करना सुविधाजनक बना देता है। नए जमाने की इस तकनीक में आर्टिफिशियल इंटेलिजेंस की मदद से वाहनों के फीड किए गए तस्वीरों से नुकसान की पहचान की जाती है और सही ढंग से मूल्यांकन किया जाता है, जिसे ग्राहकों तक तुरंत पहुंचाया जाता है। दुर्घटना स्थल से लेकर दावे के निपटान तक की पूरी प्रक्रिया में, बीमाधारक 'रिलायंस सेल्फी ऐप' का उपयोग करके दावा कर सकते हैं, तथा दावे के पंजीकरण के लिए फोटो और दस्तावेज अपलोड कर सकते हैं।



## રિલાયન્સ જનરલ ઇન્સ્યોરન્સે રજૂ કર્યું એઆઈ આધારિત સોલ્યુશન

મુંબઈ, તા. ૨૨ ડિસે.

રિલાયન્સ જનરલ ઇન્સ્યોરન્સે વાહનના ક્લેઈમની પ્રક્રિયા ઝડપી બનાવવા માટે નવું આર્ટિફિશિયલ ઇન્ટેલિજન્સ આધારિત સોલ્યુશન 'રેપિડ' રજૂ કર્યું છે. આ ટેકનોલોજી માઈક્રોસોફ્ટ અઝુરે કો સ્મિટીવ સર્વિસીસ અને અઝુરે મશીન લર્નિંગ કેપેબિલિટીસના ઈમેજ એનાલિટિક્સથી સજ્જ છે.



રેપિડની રજૂઆતથી રિલાયન્સ જનરલના ગ્રાહકો કોઈ પણ સમયે કોઈ પણ સ્થળેથી પોલિસી ખરીદી અથવા રિન્યુ કરી શકશે. એઆઈ આધારિત સોલ્યુશન ફોટોગ્રાફ મારફતે નુકશાનની વિગતો જાણશે. કંપની પ્રવક્તાએ કહ્યું કે આ પ્રક્રિયામાં વીમા ધારક ક્લેઈમ રજિસ્ટર કરવા માટે અકસ્માતના સ્થળેથી રિલાયન્સ સેલ્ફી એપ દ્વારા દાવો નોંધાવવાની સાથે ફોટો અને દસ્તાવેજ નોંધાવી શકશે. ક્લેઈમ જનરેટ થયા પછી એઆઈ ટૂલ પ્રોસેસિંગ શરૂ કરશે અને લગભગ તાત્કાલિક ગ્રાહક માટે સમારકામની જોગવાઈ સૂચવશે. આ ઉપરાંત તે ગ્રાહકને ઓન-ધ-સ્પોટ સેટલમેન્ટનો વિકલ્પ પણ આપશે જે ગ્રાહકના ખાતામાં સીધું જમા થશે.

પ્રવક્તાએ કહ્યું કે આ પહેલથી ઓટોમોબાઈલ વીમા ધારકોને ઘણી મદદ થશે.

કંપનીના સીઈઓ રાકેશ જૈને કહ્યું કે, એઆઈ-આધારિત સોલ્યુશનથી વાહનના ક્લેઈમની પ્રક્રિયા અત્યંત ઝડપી અને કડાકૂટ વગરની બની છે. આ ટેકનોલોજીથી ક્લેઈમની પતાવટમાં ઝડપ આવશે. કંપનીને મળતાં દાવામાં ૬૦ ટકા દાવા એવા પેસેન્જર વાહનોના હોય છે જેમાં પેરિકેરલ નુકશાન હોય છે. ગ્રાહકોએ તેમનાં વાહનોને તપાસ પૂરી થાય ત્યાં સુધી બાજુએ નહીં રાખવા પડે. રેપિડને કારણે ક્લેઈમના ઇન્ટિમેશનથી ક્લેઈમના પતાવટ સુધીનું કામ એક કલાકથી ઓછા સમયમાં થશે.

જૈને કહ્યું કે, 'રેપિડને કારણે પ્રોસેસિંગ સમય ઘટવાની સાથે ગ્રાહકોનો સર્વિસનો અનુભવ પણ વધુ સારો બનશે. આ પહેલ કંપનીની બ્રાન્ડ ફિલોસોફી ટેક+હાર્ટ સાથે સુસંગત છે, જે માનવીય સ્પર્શ સાથે ટેકનોલોજી સોલ્યુશન પૂરા પાડે છે.'

**वाहनों के दावों के तुरंत निपटान के लिए****माइक्रोसॉफ्ट एज्योर एआई के सॉल्यूशन के साथ  
ग्राहकों को सशक्त बना रहा रिलायंस जनरल इश्योरेंस**

मुंबई। रिलायंस कैपिटल की 100 प्रतिशत अनुषंगी कंपनी, रिलायंस जनरल इश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र एवं तुरंत निपटान के लिए 'रैपिड' नामक सेवा की शुरुआत की है, जो माइक्रोसॉफ्ट एज्योर कॉन्नेक्शियल सर्विसेज तथा एज्योर मशीन लर्निंग द्वारा संचालित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। इस प्रक्रिया में शुरू से अंत तक के इस समाधान ने आरजीआई को वाहनों से संबंधित दावों के निपटान की प्रक्रिया को तेज बनाने तथा ग्राहकों को परेशानी-मुक्त अनुभव प्रदान करने में मदद की है। भारत दुनिया के सबसे बड़े एवं सर्वाधिक तेजी से विकसित मोटर-वाहन बीमा बाजारों में से एक है, जो पॉलिसी को रिन्यू करने तथा वाहनों की मरम्मत से जुड़े दावों के निपटान के लिए पारंपरिक तरीकों पर निर्भर है, जिसमें आमतौर पर एक इंस्पेक्टर वाहनों को हुए नुकसान की जांच-पड़ताल करता है और आकलन करता है। इससे निरीक्षण की प्रक्रिया में देरी होती है, जिसकी वजह से कारों और पॉलिसी-धारकों को लंबे समय तक सड़क से

दूर रहना पड़ता है। इस समस्या से निजात पाने के लिए, रिलायंस जनरल इश्योरेंस ने बिल्कुल नया एआई सॉल्यूशन तैयार करने के लिए माइक्रोसॉफ्ट के भागीदार, सेलेबल टेक्नोलॉजीज के साथ साझेदारी की है, जो ग्राहकों के लिए अपनी मर्जी से कभी भी, कहीं भी पॉलिसी खरीदने या रिन्यू करना सुविधाजनक बना देता है। नए जमाने की इस तकनीक में आर्टिफिशियल इंटेलिजेंस की मदद से वाहनों के फीड किए गए तस्वीरों से नुकसान की पहचान की जाती है और सही ढंग से मूल्यांकन किया जाता है, जिसे ग्राहकों तक तुरंत पहुंचाया जाता है। दुर्घटना स्थल से लेकर दावे के निपटान तक की पूरी प्रक्रिया में, बीमाधारक 'रिलायंस सेल्फी ऐप' का उपयोग करके दावा कर सकते हैं, तथा दावे के पंजीकरण के लिए फोटो और दस्तावेज अपलोड कर सकते हैं। दावे की शुरुआत के बाद, एआई टूल दावे की प्रक्रिया आरंभ कर देता है और बिना किसी देरी के ग्राहकों की वाहन की मदद के लिए तुरंत प्रोविजनल वर्क-आर्डर उत्पन्न करता है।

## रिलायन्स जनरल इन्शुरन्स आता ग्राहकांना सक्षम करणार

### मायक्रोसॉफ्ट अझुरे एआयच्या माध्यमातून वेगावून व्हिडिओ क्लेमस पर्याय देऊन

मुंबई, सोमवार : रिलायन्स जनरल इन्शुरन्स (आरजीआय) या रिलायन्स कॅपिटलच्या संपूर्ण मालकीच्या उपकंपनीने आपल्या व्हिडिओ क्लेम प्रक्रियेला अधिक वेग देत 'रॅपिड' ह्या नवा पर्याय सादर केला आहे. मायक्रोसॉफ्ट अझुरे कौन्सिलिंग सर्विसेस आणि अझुरे मशिन लर्निंग क्षमतांनी युक्त अशी ही इमेज अॅनालिटिक्सने सज्ज प्रणाली आहे. या एंड-टू-एंड पर्यायामुळे आरजीआयला आपल्या ग्राहकांना विम्याचा क्लेम करताना अधिक वेगवान आणि सहजसोपा अनुभव देणे शक्य होणार आहे.

भारत ही जगातील एक सर्वात मोठी आणि वेगाने वाढणारी ऑटो विमा बाजारपेठ आहे. मात्र, ही बाजारपेठ विम्याचे नुतनीकरण आणि रीपेअर क्लेमच्या प्रक्रियेत मोठ्या प्रमाणात आजही पारंपरिक मार्गांचा अवलंब करते. यात गाड्यांची प्रत्यक्ष पाहणी करून नुकसानीचा आढावा घेण्यासाठी निरीक्षकांची गरज असते. यामुळे परीक्षणाच्या प्रक्रियेला विलंब होतो आणि त्यामुळे गाड्या आणि विमाधारक बराच काळ प्रवासापासून वंचित राहतात. ही आव्हाने कमी करण्यासाठी रिलायन्स जनरल इन्शुरन्सने सेलेबल टेक्नोलॉजिस या मायक्रोसॉफ्टच्या भागीदारासोबत सहकार्य केले आहे. यातून एक नवा एआय पर्याय निळणार आहे. ज्यामुळे ग्राहकांना कुठूनही, कधीही विमा घेता येईल किंवा त्याचे नुतनीकरण करता येईल.

या नव्या युगातील तंत्रज्ञान गाडीच्या छायाचित्रांच्या माध्यमातून गाडीचे किती नुकसान झाले आहे हे ठरवते आणि योग्य विश्लेषण करते. हे विश्लेषण तात्काळ ग्राहकांपर्यंत पोहोचते. या प्रक्रियेत अगदी अपघाताच्या स्थळावरून विमाधारक रिलायन्स सेल्फी ॲपचा वापर करून क्लेम करू शकतील, फोटो आणि कागदपत्रे अपलोड करून दावाची नोंदणीही करू शकतील. दावा तयार केला गेला की एआय प्रणाली पुढील प्रक्रिया सुरू करते आणि जवळपास तत्काळच ग्राहकासाठी दुरुस्तीच्या कामाची तरतूद केली जाते. यात ग्राहकांना 'ऑन-द-रिपोर्ट' सेटलमेंटचाही पर्याय देण्यात आला

आहे. यामुळे ग्राहकांच्या खात्यात तात्काळ पैसे जमा केले जातात.

'रॅपिड'मुळे दावाचे इंटरमेशन ते सेटलमेंट कालवधी ही संपूर्ण प्रक्रिया तासाभराहून कमी वेळात पूर्ण होते. एरवी ही संपूर्ण प्रक्रिया अत्यंत वेळखाऊ आणि कटकटीची असते. काहीवेळा तर या प्रक्रियेला १० ते १२ दिवसही लागतात.

या उपक्रमाबद्दल रिलायन्स जनरल इन्शुरन्स कंपनी लिमिटेडचे मुख्य कार्यकारी अधिकारी श्री. रावेश जैन म्हणाले, 'एआय आधारित पर्यायामुळे आमच्या ग्राहकांसाठी व्हिडिओ क्लेमची संपूर्ण प्रक्रिया अत्यंत वेगवान आणि विना कटकटीची झाली आहे. या तंत्रज्ञानामुळे आमच्याकडे येणाऱ्या साधारण नुकसान झालेल्या प्रवासी वाहनांमधील ६० टक्क्यांहून अधिक दावांना आवश्यक तो वेग मिळाला आहे. रॅपिडच्या वापरामुळे दावाच्या प्रक्रियेला लागणारा कालावधी लक्षणीय प्रमाणात कमी झाला आहे.

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## आरजीआयचा वाहन विम्यासाठी रॅपिड नवा पर्याय

**मुंबई -** रिलायन्स जनरल इन्शुरन्स (आरजीआय) या रिलायन्स कॅपिटलच्या संपूर्ण मालकीच्या उपकंपनीने आपल्या व्हिडिओ क्लेम प्रक्रियेला अधिक वेग देत 'रॅपिड' हा नवा पर्याय सादर केला आहे. मायक्रोसॉफ्ट अझुरे कॅन्टिनेट सर्विसेस आणि अझुरे मशिन लर्निंग क्षमतांनी युक्त अशी ही इमेज अॅनालिटिक्सने सज्ज प्रणाली आहे. या एंड-टू-एंड पर्यायामुळे आरजीआयला आपल्या ग्राहकांना विम्याचा क्लेम करताना अधिक वेगवान आणि सहजसोपा अनुभव देणे शक्य होईल. आरजीआयने मायक्रोसॉफ्टच्या भागीदारासोबत सहकार्य केले आहे.



### रिलायंस जनरल इंश्योरेंस ने रैपिड सेवा की शुरुआत की

नई दिल्ली। रिलायंस कैपिटल की 100% अनुषंगी कंपनी, रिलायंस जनरल इंश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र एवं तुरंत निपटान के लिए रैपिड नामक सेवा की शुरुआत की है, जो माइक्रोसॉफ्ट एज्योर कॉग्नेशियल सर्विसेज तथा एज्योर मशीन लर्निंग द्वारा संचालित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। इस प्रक्रिया में शुरू से अंत तक के इस समाधान ने RGI को वाहनों से संबंधित दावों के निपटान की प्रक्रिया को तेज बनाने तथा ग्राहकों को परेशानी-मुक्त अनुभव प्रदान करने में मदद की है। भारत दुनिया के सबसे बड़े एवं सर्वाधिक तेजी से विकसित मोटर-वाहन बीमा बाजारों में से एक है, जो पॉलिसी को रिन्यू करने तथा वाहनों की मरम्मत से जुड़े दावों के निपटान के लिए पारंपरिक तरीकों पर निर्भर है, जिसमें आमतौर पर एक इंस्पेक्टर वाहनों को हुए नुकसान की जांच-पड़ताल करता है और आकलन करता है। इससे निरीक्षण की प्रक्रिया में देरी होती है।

## ଗ୍ରାହକଙ୍କୁ ସଶକ୍ତ କରୁଛି ରିଲାଏନ୍ସ ଜେନେରାଲ

ମୁମ୍ବାଇ, ୨୪।୧୨: ରିଲାଏନ୍ସ କ୍ୟାପିଟାଲର ୧୦୦% ସହଯୋଗୀ ସଂସ୍ଥା ରିଲାଏନ୍ସ ଜେନେରାଲ ଇନସୁରାନ୍ସ 'ରାପିଡ' ପ୍ରଚଳନ ସହିତ ଭେଇକଲ ଇନସୁରାନ୍ସ କ୍ଲେମ ସେଟଲମେଣ୍ଟ ପ୍ରକ୍ରିୟାକୁ ତ୍ୱରାନ୍ୱିତ କରି ଗ୍ରାହକମାନଙ୍କୁ ସଶକ୍ତ କରୁଛି । ଏହି ଏଣ୍ଡ ଟୁ ଏଣ୍ଡ ସଲ୍ୟୁସନ କମ୍ପାନୀକୁ ଅଧିକ ତ୍ୱରିତ ଏବଂ ତ୍ରୁଟିଶୂନ୍ୟ ଭାବରେ ଗ୍ରାହକମାନଙ୍କର କ୍ଲେମ ସେଟଲମେଣ୍ଟ କରିବାରେ ସହାୟକ ହେଉଛି ।

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# Reliance partners with Microsoft

| NT BUREAU |  
Chennai, Dec 23:

Reliance General Insurance (RGI), a 100 per cent subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities.

This end-to-end solution has helped RGI provide a much faster and seamless customer experience while making vehicle claims, a company statement said.

India, which is one of the world's largest and fastest-growing auto insurance markets, relies



largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess damages.

This leads to a delay in the process of inspection.

## விபத்து ஏற்பட்ட ஒரு மணி நேரத்தில் ரிலையன்ஸ் காப்பீட்டு தொகை

சென்னை, டிச.25

ரிலையன்ஸ் ஜெனரல் இன்சூரன்ஸ் வாகன விபத்து, மெடிகிளைம், சுற்றுலா, வீடு பாதுகாப்பு இன்சூரன்ஸ் வசதிகளை வழங்குகிறது. இது புதியதாக வாகன விபத்து காப்பீடு கோருபவர்களுக்கு, விரைவாக தொகை வழங்க மைக்ரோ சாப்ட் தொழில்நுட்பம் நிறுவியுள்ளது. இந்த 'விரைவு' வசதி மூலம் இது வரை 12 நாள் வரையாகும் காலம், தற்போது ஒரு மணி நேரத்தில் முடிந்துவிடும் என்று இதை அறிமுகம் செய்த நிறுவனத்தின் தலைமை எக்சிக்யூட்டிவ் அதிகாரி ராகேஷ் தெரிவித்தார்.

ரிலையன்ஸ் பொது இன்ஷூரன்ஸ் பாலிசிகளை பெற்றுள்ளவர் வாகனங்களுக்கு விபத்து ஏற்பட்டால், இதன் நவீன தொழில்நுட்பமான ரிலையன்ஸ் செல்ஃபி செயலி மூலம், விபத்துக்குள்ளான வாகனத்தை பல கோணங்களில் படம் எடுத்து, கோரிக்கையுடன் அனுப்ப வேண்டும். இந்தக் காப்பீடு கோரிக்கை உடனடியாக பரிசீலிக்கப்பட்டு, பழுது பார்க்க வேண்டிய செலவுக்கு உத்தேச ஆர்டர் வழங்கப்படும். அதற்கான தொகை அவரது கணக்கில் வரவு வைக்கப்படும்.

இவையாவும் உடனடியாக நடைபெறுவதால் வாடிக்கையாளருக்கு இது பெரிதும் உதவியாக இருக்கும் என்றார் அவர்.

மைக்ரோ சாப்ட் தொழில்நுட்பத்தை, செலிபால் டெக்னாலஜிஸ் ரிலையன்ஸ் ஜெனரல் இன்சூரன்ஸ் நிறுவனத்துக்கு வழங்கியுள்ளது.

# রিলায়েন্স জেনারেল ইন্স্যুরেন্স দাবি সমাধানের ইনস্যুরেন্স “আইডি” চালু করল

কলকাতা, ২৩ ডিসেম্বর, ২০২০: রিলায়েন্স জেনারেল ইন্স্যুরেন্স (আরজিআই) মাইক্রোসফ্ট অ্যাজুরে কগনিটিভ সার্ভিসেস এবং অ্যাজুর দ্বারা চালিত চিত্র বিশ্লেষণে সজ্জিত “আইডি” চালু করে তার গাড়ি দাবি প্রক্রিয়ায় গতি এবং ত্বরণ নিয়েছে। মেশিন শেখার ক্ষমতা। এই শেষ-থেকে-শেষ সমাধানটি আরজিআইকে গাড়ির দাবি করার সময় অনেক দ্রুত এবং বিরামবিহীন গ্রাহকের অভিজ্ঞতা সরবরাহ করতে সহায়তা করেছে। নতুন যুগের প্রযুক্তিটি গাড়ির চিত্রের ফিডগুলি থেকে ক্ষয়ক্ষতি সনাক্ত করতে কৃত্রিম বুদ্ধিমত্তাকে ব্যবহার করে এবং সঠিক মূল্যায়ন সংগ্রহ করে যা তাত্ক্ষণিকভাবে গ্রাহকদের কাছে সরবরাহ করা হয়। এই প্রক্রিয়াটিতে, দৃষ্টান্তের জায়গা থেকে সঠিকভাবে, বীমাপ্রাপ্তরা দাবিটি ঘনিষ্ঠ করতে রিলায়েন্স

সেলফি অ্যাপ্লিকেশনটি অ্যাক্সেস করতে পারে, দাবি নিবন্ধিত করতে ছবি এবং নথিগুলি আপলোড করতে পারে। দাবি উত্পন্ন হওয়ার পরে, এআই সরঞ্জামটি প্রক্রিয়াজাতকরণ শুরু করে এবং প্রায় সঙ্গে সঙ্গে গ্রাহকের জন্য একটি অস্থায়ী মেরামত কাজের আদেশ তৈরি করে। এটি গ্রাহককে অন স্পট বন্দোবস্ত বেছে নেওয়ার জন্য একটি বিকল্প দেয় যা অবিলম্বে গ্রাহকদের অ্যাকাউন্টে জমা দেওয়া যায়। আরএপিআইডি দাবিগুলির নিষ্পত্তির সময়কালের জন্য অন্তর্নিহিত প্রক্রিয়াটি এক ঘন্টারেও কম সময়ের মধ্যে সম্পূর্ণ করার জন্য ডেকে আনে, অন্যথায় সময় গ্রহণ এবং ঝামেলা প্রক্রিয়া থেকে গড়ে ১০ থেকে ১২ দিন সময় নেয়। এই উদ্যোগ সম্পর্কে কথা বলতে গিয়ে, রিলায়েন্স জেনারেল ইন্স্যুরেন্স কোম্পানী

লিমিটেডের সিইও জনাব রাকেশ জৈন মন্তব্য করেছিলেন, “এই এআই-ভিত্তিক সমাধানটি উপস্থাপন করে, পুরো যানবাহন দাবি প্রক্রিয়াটি আমাদের গ্রাহকদের জন্য পুরোপুরি সুপারফেস এবং ঝামেলা-মুক্ত করে তুলেছে।

এই প্রযুক্তিটি আমাদের যাত্রীবাহী যানবাহনগুলির জন্য কেবলমাত্র পেরিফেরিয়াল ক্ষয়ক্ষতির জন্য আমরা প্রাপ্ত দাবিগুলির ৬০ এরও বেশি প্রয়োজনীয় ত্বরণ নিয়ে আসে ব্যবহারের সাথে, দাবি প্রক্রিয়াজাতকরণের সময়টিতে একটি উল্লেখযোগ্য হ্রাস অর্জিত হয়, যার ফলে গ্রাহক পরিষেবাদের বর্ধিত অভিজ্ঞতা হবে। এই উদ্যোগটি আমাদের ব্র্যান্ড ফিলোসফি টেক, হার্টের সাথে ভালভাবে সংযোগ স্থাপন করে, মানুষের স্পর্শের সাথে প্রযুক্তিগত

সমাধান সরবরাহ করে। মাইক্রোসফ্ট ইন্ডিয়ান বাণিজ্যিক অংশীদারদের নির্বাহী পরিচালক ভেক্টর কৃষ্ণান বলেছেন, “মাইক্রোসফ্টের লক্ষ্য হল এআইয়ের সুবিধাগুলি সকলের কাছে অ্যাক্সেসযোগ্য এবং মূল্যবান করে মানুষের দক্ষতা বৃদ্ধি করা। আমরা কৃত্রিম বুদ্ধিমত্তার শক্তি এবং এর গ্রাহকদের অভিজ্ঞতা পুনরায় কল্পনা করার জন্য এর রূপান্তরকৃত প্রভাব আনতে রিলায়েন্স জেনারেল ইনস্যুরেন্সের সাথে সহযোগিতা করে সন্তুষ্ট। সমাধানটি তৈরি করার জন্য আমরা আমাদের অংশীদার সেলিবল টেকনোলজিসকে ধন্যবাদ জানাই, যা পুনর্নবীকরণ এবং দাবি প্রক্রিয়া দুটিই নিরাপদ এবং পরিমাপযোগ্য পদ্ধতিতে চালিত এবং আরও দক্ষ করে তোলে।



## वाहनों के दावों के निपटान के लिए माइक्रोसॉफ्ट एज्योर एआई द्वारा संचालित सॉल्यूशन के साथ ग्राहकों को सशक्त बना रहा है रिलायंस जनरल इश्योरेंस

बिजनेस रेमेडीज/मुंबई

रिलायंस कैपिटल की 100 प्रतिशत अनुशंगी कंपनी रिलायंस जनरल इश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र एवं तुरंत निपटान के लिए रैपिड नामक सेवा की शुरुआत की है, जो माइक्रोसॉफ्ट एज्योर कॉन्फिगरेशन सर्विसेज तथा एज्योर मशीन लर्निंग द्वारा संचालित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। इस प्रक्रिया में शुरू से अंत तक के इस समाधान ने RGI को वाहनों से संबंधित दावों के निपटान की प्रक्रिया को तेज बनाने तथा ग्राहकों को परेशानी-मुक्त अनुभव प्रदान करने में मदद की है।

भारत दुनिया के सबसे बड़े एवं सर्वाधिक तेजी से विकसित मोटर-वाहन बीमा बाजारों में से



एक है, जो पॉलिसी को रिन्यू करने तथा वाहनों की मरम्मत से जुड़े दावों के निपटान के लिए पारंपरिक तरीकों पर निर्भर है, जिसमें आमतौर पर एक इंस्पेक्टर वाहनों को हटाने का नुकसान की जांच-पड़ताल करता है और आकलन करता है। इससे निरीक्षण की प्रक्रिया में देरी होती है, जिसकी वजह से कारों और पॉलिसी-धारकों को लंबे समय तक सड़क से दूर रहना पड़ता है। इस समस्या से निजात पाने के लिए रिलायंस जनरल इश्योरेंस ने बिल्कुल नया AI सॉल्यूशन

तैयार करने के लिए माइक्रोसॉफ्ट के भागीदार एसेलेबल टेक्नोलॉजीज के साथ साझेदारी की है जो ग्राहकों के लिए अपनी मर्जी से कभी भी, कहीं भी पॉलिसी खरीदने या रिन्यू करना सुविधाजनक बना देता है। नए जमाने की इस तकनीक में आर्टिफिशियल इंटेलिजेंस की मदद से वाहनों के फीड किए गए तस्वीरों से नुकसान की पहचान की जाती है और सही हंग से मूल्यांकन किया जाता है, जिसे ग्राहकों तक तुरंत पहुंचाया जाता है। दुर्घटना स्थल से लेकर दावे

के निपटान तक की पूरी प्रक्रिया में एसेलेबल टेक्नोलॉजीज के साथ साझेदारी के लिए फोटो और दस्तावेज अपलोड कर सकते हैं। दावे की शुरुआत के बाद एआई टूल दावे की प्रक्रिया आरंभ कर देता है और बिना किसी देरी के ग्राहकों को वाहन की मदद के लिए तुरंत प्रोविजनल वर्क-आर्डर उत्पन्न करता है।

रैपिड दावे की शुरुआत से लेकर दावे के निपटान की प्रक्रिया में लगने वाले समय को कम कर देता है। इस प्रक्रिया में सामान्य तौर पर ग्राहकों को काफी परेशानी होती है और उन्हें औसतन 10 से 12 दिनों का समय खर्च करना पड़ता है लेकिन यह टेक्नोलॉजी इस प्रक्रिया को एक घंटे से भी कम

समय में पूरा कर देती है।

इस पहल के बारे में अपने विचार व्यक्त करते हुए रिलायंस जनरल इश्योरेंस के सीईओ राकेश जैन ने कहा कि इस एआई-आधारित सॉल्यूशन के शुभारंभ के साथ, हमारे ग्राहकों के लिए वाहनों के दावे की पूरी प्रक्रिया बेहद तीव्र और परेशानी मुक्त बन चुकी है। इस टेक्नोलॉजी से यात्री वाहनों के लिए हमें प्राप्त होने वाले 60 प्रतिशत से अधिक दावों की प्रक्रिया और तेज हो जाएगी जिसकी लंबे समय से जरूरत थी क्योंकि इस तरह के वाहनों में सिर्फ बाहरी तौर पर छोटा-मोटा नुकसान होता है।

रैपिड के उपयोग के साथ दावों के निपटान में लगने वाले समय में काफी कमी आयेगी और इसकी वजह से ग्राहकों को

बेहतर सेवा का अनुभव प्राप्त होगा। यह पहल हमारे ब्रांड के बुनियादी सिद्धांत यानी कि टेक, हार्ट के अनुरूप है, जो इंसान की भावनाओं के साथ तकनीकी समाधान उपलब्ध कराती है।

इस अवसर पर वेंकट कृष्णन एजीक्यूटिव डायरेक्टर कर्माश्रित पाटनर्स माइक्रोसॉफ्ट इंडिया ने कहा कि माइक्रोसॉफ्ट ने एआई के फायदों को सभी के लिए सुलभ एवं महत्वपूर्ण बनाकर मानवीय कौशल को कई गुना बढ़ाने को अपना लक्ष्य बनाया है। आर्टिफिशियल इंटेलिजेंस की ताकत और इसके बदलाव लाने वाले प्रभावों के जरिए ग्राहकों के अनुभव को और बेहतर बनाने के लिए रिलायंस जनरल इश्योरेंस के साथ इस साझेदारी से हमें बेहद खुशी हो रही है।

## Reliance General Insurance Empowers Customers With A Rapid Vehicle Claims Solution

Reliance General Insurance (RGI), a 100% subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities. This end-to-end solution has helped RGI provide a much faster and seamless customer experience while making vehicle claims.

India, which is one of the world's largest and fastest-growing auto insurance markets, relies largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess damages.

This leads to a delay in the process of inspection, resulting in keeping the cars and policy holders off the road for longer. To mitigate this challenge, Reliance General Insurance collaborated with Celebal Technologies, a Microsoft partner, to create the new AI solution, which allows customers to buy or renew policies anytime, anywhere.

The new age technology uses Artificial Intelligence to identify damage from the vehicle image feeds and procures the correct assessment which gets instantly delivered to consumers. In this process, right from the accident spot, the insured can access Reliance Selfi app to intimate the claim, upload the photos and documents to get the claim registered. Once

the claim is generated, the AI tool starts processing and almost instantly generates a provisional repair work order for the customer. It also gives an option to the customer to opt for on-the-spot settlement which can be credited in customers' account immediately.

Venkat Krishnan, Executive Director, Commercial Partners, Microsoft India, said, "We are pleased to collaborate with Reliance General Insurance to bring the power of Artificial Intelligence and its transformative impact to reimagine the experience for their customers. We thank our partner Celebal Technologies for creating the solution, which makes the both the renewal and claims processes agile and more efficient, in a secure and scalable manner."



# Reliance insurance introduces RAPID scheme

Chennai, Dec 23:

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## रिलायन्स जनरल इन्शुरन्स

मायक्रोसॉफ्ट अझुरे एआयच्या माध्यमातून वेगावान  
व्हिडिओ क्लेम्स पर्याय देऊन ग्राहकांना सक्षम करणार

मुंबई : रिलायन्स जनरल इन्शुरन्स (आरजीआय) या रिलायन्स कॅपिटलच्या संपूर्ण मालकीच्या उपकंपनीने आपल्या व्हिडिओ क्लेम प्रक्रियेला अधिक वेग देत 'रॅपिड' हा नवा पर्याय सादर केला आहे. मायक्रोसॉफ्ट अझुरे कॉन्सुल्टिंग सर्विसेस आणि अझुरे मॅशिन लर्निंग क्षमतांनी युक्त अशी ही इमेज ऑनलाईन सज्ज प्रणाली आहे. या एंड-टू-एंड पर्यायामुळे आरजीआयला आपल्या ग्राहकांना विम्याचा क्लेम करताना अधिक वेगवान आणि सहजसोपा अनुभव देणे शक्य होणार आहे.

भारत ही जगातील एक सर्वात मोठी आणि वेगाने वाढणारी ऑटो विमा बाजारपेठ आहे. मात्र, ही बाजारपेठ विम्याचे नुतनीकरण आणि रीपेअर क्लेमच्या प्रक्रियेत मोठ्या प्रमाणात आजही पारंपरिक मार्गांचा अवलंब करते. यात गाड्यांची प्रत्यक्ष पाहणी करून नुकसानीचा आढावा घेण्यासाठी निरीक्षकांची गरज असते. यामुळे परीक्षाणाच्या प्रक्रियेला विलंब होतो आणि त्यामुळे गाड्या आणि विमाधारक बराच काळ प्रवासापासून वंचित राहतात. ही आव्हाने कमी करण्यासाठी रिलायन्स जनरल इन्शुरन्सने सेलेबल टेक्नॉलॉजिस्ट या मायक्रोसॉफ्टच्या भागीदारासोबत सहकार्य केले आहे. यातून एक नवा एआय पर्याय मिळणार आहे. ज्यामुळे ग्राहकांना कुठूनही, कधीही विमा घेता येईल किंवा त्याचे नुतनीकरण करता येईल.

या नव्या युगातील तंत्रज्ञान गाडीच्या छायाचित्रांच्या माध्यमातून गाडीचे किती नुकसान झाले आहे हे ठरवते आणि योग्य विश्लेषण करते. हे विश्लेषण तात्काळ ग्राहकापर्यंत पोहोचते. या प्रक्रियेत अगदी

अपघाताच्या स्थळावरून विमाधारक रिलायन्स सेल्फी अपचा वापर करून क्लेम करू शकतील, फोटो आणि कागदपत्रे अपलोड करून दाव्याची नोंदणीही करू शकतील. दावा तयार केला गेला की एआय प्रणाली पुढील प्रक्रिया सुरू करते आणि जवळपास तत्काळच ग्राहकासाठी दुरुस्तीच्या कामाची तरतूद केली जाते. यात ग्राहकांना 'ऑन-द-स्पॉट' सेटलमेंटचाही पर्याय देण्यात आला आहे. यामुळे ग्राहकांच्या खात्यात तात्काळ पैसे जमा केले जातात.

'रॅपिड'मुळे दाव्याचे इंटिमेशन ते सेटलमेंट कालावधी ही संपूर्ण प्रक्रिया तासाभराहून कमी वेळात पूर्ण होते. एरवी ही संपूर्ण प्रक्रिया अत्यंत वेळखाऊ आणि कटकटीची असते. काहीवेळा तर या प्रक्रियेला 10 ते 12 दिवसही लागतात.

या उपक्रमाबद्दल रिलायन्स जनरल इन्शुरन्स कंपनी लिमिटेडचे मुख्य कार्यकारी अधिकारी श्री. राकेश जैन म्हणाले, एआय आधारित पर्यायामुळे आमच्या ग्राहकांसाठी व्हिडिओ क्लेमची संपूर्ण प्रक्रिया अत्यंत वेगवान आणि विना कटकटीची झाली आहे. या तंत्रज्ञानामुळे आमच्याकडे येणाऱ्या साधारण नुकसान झालेल्या प्रवासी वाहनांमधील 60 टक्क्यांहून अधिक दाव्यांना आवश्यक तो वेग मिळाला आहे. रॅपिडच्या वापरामुळे दाव्याच्या प्रक्रियेला लागणारा कालावधी लक्षणीय प्रमाणात कमी झाला आहे. ज्यामुळे अर्थातच ग्राहक सेवा अनुभव अधिक समृद्ध झाला आहे. टेक+हार्ट या आमच्या ब्रँड तत्वाला अनुसरून या उपक्रमातून तंत्रज्ञानाला मानवी भावनांची जोड देण्यात आली आहे.

# ONLINE MEDIA COVERAGE

**Website:** Outlook India

**Date:** Dec 22, 2020

**Link:** [Reliance General Launces New AI-Based Solution \(outlookindia.com\)](https://outlookindia.com)

## Reliance General Launces New AI-Based Solution

With the launch of RAPID, Reliance General hope to empower their customers to buy or renew policies



Nirmala Konjengbam - 22 December 2020



Reliance General Insurance on Monday announced the launch of a new Artificial Intelligence-based solution RAPID to expedite the vehicle claim process. The technology is equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities.

With the launch of RAPID, Reliance General hope to empower their customers to buy or renew policies anytime, anywhere. The AI-based solution would be able to assess damage through images.

In this process, right from the accident spot, the insured can access Reliance Selfi app to intimate the claim, upload the photos and documents to get the claim registered.

Once the claim is generated, the AI tool starts processing and almost instantly generates a provisional repair work order for the customer. It also gives an option to the customer to opt for on-the-spot settlement which can be credited to customers' accounts immediately.

The initiative would be extremely helpful to the automobile insurance customers who are required to undertake time-consuming methods – including visits by insurance inspectors to assess the damage – to renew policies or settle repair claims.

"Introducing this AI-based solution makes the entire vehicle claims process completely superfast and hassle-free for our customers. This technology brings the much-needed acceleration to more than 60 per cent of claims we receive for our passenger vehicles which have just peripheral damages", said Rakesh Jain, CEO, Reliance General Insurance Company.

Customers would also not be required to keep their vehicle off the road for the investigation to be completed. The insurer claims that RAPID would bring down the process of claims intimation to claims settlement period, to complete in less than an hour.

"With the use of RAPID, a significant decrease in the claim processing time is achieved, which will result in an enhanced customer service experience. This initiative connects well with our Brand Philosophy 'Tech + Heart', offering tech solutions with human touch," added Jain.



Website: ETCIO

Date: Dec 30, 2020

Link: [Here's why Reliance General Insurance bullish over AI, IT News, ET CIO \(indiatimes.com\)](#)

IT News / Latest IT News / Next-Gen Technologies

## Here's why Reliance General Insurance bullish over AI

The insurer is leveraging AI and digital technologies to accelerate the vehicle damage claim process which can now be settled in less than an hour without major human intervention.

Nikhil Aggarwal • ETCIO • December 30, 2020, 09:24 IST



Rakesh Jain, ED &amp; CEO, Reliance General Insurance

India is one of the world's largest and fastest-growing auto insurance markets which largely relies on traditional ways of processing claims and policy renewals. In the motor insurance claim, human intervention is the core which is yet to be digitalized now.

As in the case of damage assessment of any vehicle, inspectors need to physically look over the vehicle. And for completing the claim settlement process, customers used to undergo the hassle of almost 10 days which includes agency visits for documentation and endless discussions with the vehicle inspectors. Now as we move ahead in the decade, insurance companies are getting rid of such traditional ways and investing their

way forward in digital technologies.

Addressing this use case and today's industry requirement, Reliance General Insurance has put a huge bet on AI to enhance and bring efficiency to its business.

"With time we have realised that the transformation of the claims journey integrated with AI and technology has a huge impact on efficiency, cost, and customer experience. Therefore, we first looked at our core IT structure and with the confidence of having appropriate backend support for AI innovation and this particular project, we moved ahead taking our investment by collaborating with Celebal Technologies," Rakesh Jain, ED & CEO, Reliance General Insurance said.

### Accelerating digital transformation before AI development

Before getting into AI use cases, the company has already stepped into the digital transformation journey by moving to the cloud and adopting the Microsoft Azure platform. As the first step of this strategic collaboration, the company has moved its customer portal/website and policy systems from its in-house data center to Microsoft Azure.

"Digitalization and new-age technology adoption has enabled us to re-assess and re-design the claims process and create a customer-centric and touchless customer experience. This move has supported us in ensuring the highest levels of security, flexibility, scalability with near-zero obsolescence. Digital transformation and associated projects are important for AI use cases. As we already had a couple of digital technologies in place, deploying AI happened to us in a very seamless manner. We have been successful in developing several innovative solutions which are customers focused such as interactive chatbots, image analytics, telematics, ICR/OCR, and Voice to Text engines," Jain added.

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Motor claims process involves an operational and documentation framework coupled with human decision making. RGI is using AI to reduce manual effort and errors and eliminating every possible manual step. The use case is developed to support human in assisted decision making. According to Jain, for each use case, the requirement is analyzed, the basis cost vs benefit, and the selection of vendor is based on the accuracy of the output and savings in terms of man-hours and risk optimization.

RGI has brought speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities.

"We are using AI to identify damage from the vehicle images and intelligently perform the assessment based on our model which gets instantly delivered to the customer. With this technology, we are able to give on a spot settlement option to the insurer which can help him to get the amount credited in the account immediately. AI has brought the much-needed acceleration to more than 80% of claims we receive for our passenger vehicles which have just peripheral damages," Jain highlighted.

RGI's RAPID has brought down the completion of claims intimation to claims settlement period in less than an hour, from an otherwise time-consuming and hassled process that took an average period of 10 to 12 days.

#### Challenges faced amid AI development

AI in motor claims is used for OCR/ ICR, Image Analytics, and predictive models for fraud management. The absence of standardization of process and documentation across various partners involved in the process pose accuracy gaps for ICR / OCR. Similarly, the quality of images defines the accuracy of image analytics.

"We have trained the models to large numbers of sample data to enhance accuracy with self-learning capabilities. For Image Analytics, we used the ubiquitously trained Microsoft Azure cognitive vision model that included more than 10 million images. The model was then fine-tuned to improve the fitness," Jain emphasised.

AI with digital transformation and analytics have a large impact on cost savings and efficiency at RGI. The company's processes have become simple, lean, and paperless. Other than AI, RGI has implemented analytics to the roots of the organisation and its critical processes. They have several forms of analytics use cases such as Operational Analytics, Risk Analytics, and Fraud Identification Framework supporting the company's digital transformation journey.

"We have learned the way of adapting change management and the processes to a newer flow which is introduced with every new technology we implement. Going forward in 2021, we will keep this innovative blood running across the organisation and will look at enhancing our digital transformation journey and a few new technologies for the future," Jain concluded.

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**Website:** UNI**Date:** Dec 21, 2020**Link:** [Reliance General Insurance providing Microsoft Azure AI \(uniindia.com\)](https://uniindia.com)**Reliance General Insurance providing Microsoft Azure AI**

Mumbai, Dec 21 (UNI) Reliance General Insurance (RGI), a 100 pc subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities.

This end-to-end solution has helped RGI provide a much faster and seamless customer experience while making vehicle claims.

India, which is one of the world's largest and fastest-growing auto insurance markets, relies largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess damages.

This leads to a delay in the process of inspection, resulting in keeping the cars and policy holders off the road for longer.

To mitigate this challenge, Reliance General Insurance collaborated with Celebal Technologies, a Microsoft partner, to create the new AI solution, which allows customers to buy or renew policies anytime, anywhere.

The new age technology uses Artificial Intelligence to identify damage from the vehicle image feeds and procures the correct assessment which gets instantly delivered to consumers.

In this process, right from the accident spot, the insured can access Reliance Selfi app to intimate the claim, upload the photos and documents to get the claim registered. Once the claim is generated, the AI tool starts processing and almost instantly generates a provisional repair work order for the customer.

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RAPID brings down the process of claims intimation to claims settlement period, to complete in less than an hour, from an otherwise time-consuming and hassled process that took an average period of 10 to 12 days.

Talking about this initiative, Mr. Rakesh Jain, CEO, Reliance General Insurance Company Limited commented, "Introducing this AI-based solution, makes the entire vehicle claims process completely superfast and hassle-free for our customers. This technology brings the much-needed acceleration to more than 60 pc of claims we receive for our passenger vehicles which have just peripheral damages. With the use of RAPID, a significant decrease in the claim processing time is achieved, which will result in an enhanced customer service experience. This initiative connects well with our Brand Philosophy Tech + Heart, offering tech solutions with human touch."

Venkat Krishnan, Executive Director, Commercial Partners, Microsoft India, said, "Microsoft's goal is to amplify human ingenuity by making the benefits of AI accessible and valuable to everyone. We are pleased to collaborate with Reliance General Insurance to bring the power of Artificial Intelligence and its transformative impact to reimagine the experience for their customers. We thank our partner Celebal Technologies for creating the solution, which makes the both the renewal and claims processes agile and more efficient, in a secure and scalable manner."

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Tags: #Reliance General Insurance  
providing Microsoft Azure AI

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**Website:** UNI**Date:** Dec 21, 2020**Link:** [Reliance General Insurance empowers customers with a rapid vehicle claims solution \(uniindia.com\)](https://uniindia.com)**Reliance General Insurance empowers customers with a rapid vehicle claims solution**

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Tags: #Reliance General Insurance empowers customers with a rapid vehicle claims solution

**Website:** CRN**Date:** Dec 21, 2020**Link:** [Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by Microsoft Azure - CRN - India](#)

## Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by Microsoft Azure

By CRN Team • December 21, 2020

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*If you have an interesting article / experience / case study to share, please get in touch with us at [editors@expresscomputeronline.com](mailto:editors@expresscomputeronline.com)*

**Website:** Asia Insurance Post**Date:** Dec 21, 2020**Link:** [Reliance General powers its motor claim settlement with Microsoft Azure AI - Asia Insurance Post](#)

## Reliance General powers its motor claim settlement with Microsoft Azure AI

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Dec 20, 2020 >>

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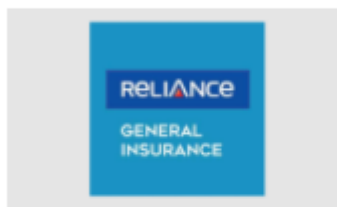
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**Website:** Banking Frontiers**Date:** Dec 21, 2020**Link:** [Reliance Insurance now uses RAPID - Banking Frontiers](#)

## Reliance Insurance now uses RAPID

Reported by: banking | Updated: December 21, 2020



Reliance General Insurance has brought speed and acceleration to its vehicle claim process by introducing 'RAPID', equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities. This end-to-end solution has helped the company provide a faster and seamless customer experience while making vehicle claims. While the country largely relies on traditional ways to renew policies and process repair claims, which usually required inspectors to physically

look over vehicles and assess damages, leading to delays in the process of inspection, Reliance General Insurance in order to avoid these roadblocks, collaborated with Celebal Technologies, a Microsoft partner, to create the new AI solution, which allows customers to buy or renew policies anytime, anywhere. The technology uses Artificial Intelligence to identify damage from the vehicle image feeds and procures the correct assessment, which gets instantly delivered to consumers. In this process, right from the accident spot, the insured can access the Reliance Selfie app to intimate the claim, upload the photos and documents to get the claim registered. Once the claim is generated, the AI tool starts processing and almost instantly generates a provisional repair work order for the customer. It also gives an option to the customer to opt for on-the-spot settlement which can be credited in customers' accounts immediately. Rakesh Jain, CEO, Reliance General Insurance Co, said this technology brings the much-needed acceleration to more than 60% of claims the company receives for passenger vehicles that have just peripheral damages. With the use of RAPID, a significant decrease in the claim processing time is achieved, which will result in an enhanced customer service experience, he added.

**Website:** Auto Car Pro**Date:** Dec 21, 2020**Link:** [Reliance General Insurance uses Microsoft Azure AI-tech for rapid claim settlement \(autocarpro.in\)](https://autocarpro.in)

## Reliance General Insurance uses Microsoft Azure AI-tech for rapid claim settlement

INDUSTRY

By Autocar Pro News Desk , 21 Dec 2020



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Reliance General Insurance (RGI), a subsidiary of Reliance Capital, says it has accelerated acceleration to its vehicle claim process by introducing 'Rapid' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities. The company says this end-to-end solution has helped it to provide a much faster and seamless customer experience while making vehicle claims.

The company says India is one of the world's largest and fastest-growing auto insurance markets, relies largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess damages. This leads to a delay in the process of inspection, resulting in keeping the cars and policyholders off the road for longer. To mitigate this challenge, Reliance General Insurance collaborated with Celebal Technologies, a Microsoft partner, to create the new AI solution, which allows customers to buy or renew policies anytime, anywhere.

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The insurance company says Rapid brings down the process of claims intimation to claims settlement period, to complete in less than an hour, from an otherwise time-consuming and hassled process that took an average period of 10 to 12 days.

Rakesh Jain, CEO, Reliance General Insurance said, "Introducing this AI-based solution, makes the entire vehicle claims process completely superfast and hassle-free for our customers. This technology brings the much-needed acceleration to more than 60% of claims we receive for our passenger vehicles which have just peripheral damages. With the use of Rapid, a significant decrease in the claim processing time is achieved, which will result in an enhanced customer service experience. This initiative connects well with our brand philosophy 'Tech + Heart', offering tech solutions with human touch."

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Tags: Reliance General Insurance, Microsoft, Microsoft Azure, Celebal Technologies, Microsoft Azure Cognitive Services, Azure Machine Learning, Rakesh Jain, Venkat Krishnan, Microsoft India

**Website:** Silicon Village**Date:** Dec 21, 2020**Link:** [SILICON VILLAGE: Reliance General Insurance Empowers Customers with a Rapid Vehicle "Claims Slution Powered By Microsoft Azure AI"](#)

### Reliance General Insurance Empowers Customers with a Rapid Vehicle "Claims Slution Powered By Microsoft Azure AI"



Reliance General Insurance (RGI), a 100% subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities. This end-to-end solution has helped RGI provide a much faster and seamless customer experience while making vehicle claims.

India, which is one of the world's largest and fastest-growing auto insurance markets, relies largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess damages. This leads to a delay in the process of inspection, resulting in keeping the cars and policy holders off the road for longer. To mitigate this challenge, Reliance General Insurance collaborated with Celebal Technologies, a Microsoft partner, to create the new AI solution, which allows customers to buy or renew policies anytime, anywhere.

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Posted by [editor-manu-sharma](#) at [7:22 PM](#)



**Website:** SME Street**Date:** Dec 21, 2020**Link:** [Reliance General Insurance Implements Microsoft Azure AI to Empower Rapid Claims Solutions \(smestreet.in\)](https://smestreet.in/Reliance-General-Insurance-Implements-Microsoft-Azure-AI-to-Empower-Rapid-Claims-Solutions)

## Reliance General Insurance Implements Microsoft Azure AI to Empower Rapid Claims Solutions

SMEStreet Edit Details · December 21, 2020 5:06 pm · 0/0



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**Website:** Navarashtra**Date:** Dec 21, 2020

**Link:** [Reliance General Insurance will now enable customers with the option of Accelerated Vehicle Claims, equipped through Microsoft Azure AI NRSj | रिलायन्स जनरल इन्शुरन्स आता मायक्रोसॉफ्ट अझुरे एआयच्या माध्यमातून सज्ज, वेगावून व्हेईकल क्लेम्स पर्याय देऊन ग्राहकांना करणार सक्षम | Navarashtra \(नवराष्ट्र\)](#)

## विम्याचा क्लेम होणार वेगवान | रिलायन्स जनरल इन्शुरन्स आता मायक्रोसॉफ्ट अझुरे एआयच्या माध्यमातून सज्ज, वेगावून व्हेईकल क्लेम्स पर्याय देऊन ग्राहकांना करणार सक्षम



Swapnil Jadhav  
प्रतिनिधी | नवराष्ट्र.कॉम



रॅपिड मुळे दाव्याचे इंटीमेशन ते सेटलमेंट कालावधी ही संपूर्ण प्रक्रिया तासाभराहून कमी वेळात पूर्ण होते. एरवी ही संपूर्ण प्रक्रिया अत्यंत वेळखाऊ आणि कटकटीची असते. काहीवेळा तर या प्रक्रियेला १० ते १२ दिवसही लागतात.

मुंबई : रिलायन्स जनरल इन्शुरन्स (आरजीआय) या रिलायन्स कॅपिटलच्या (Reliance capital) संपूर्ण मालकीच्या उपकंपनीने आपल्या व्हेईकल क्लेम ( Accelerated Vehicle Claims) प्रक्रियेला अधिक वेग देत 'रॅपिड'हा नवा पर्याय सादर केला आहे. मायक्रोसॉफ्ट अझुरे ( Microsoft Azure AI ) कौशिटिक सर्विसेस आणि अझुरे मशिन लर्निंग क्षमतांनी युक्त अशी ही इमेज अॅनालिटिक्सने सज्ज प्रणाली आहे. या एंड-टू-एंड पर्यायामुळे आरजीआयला आपल्या ग्राहकांना विम्याचा क्लेम करताना अधिक वेगवान आणि सहजसोपा अनुभव देणे शक्य होणार आहे.

भारत ही जगातील एक सर्वात मोठी आणि वेगाने वाढणारी ऑटो विमा बाजारपेठ आहे. मात्र, ही बाजारपेठ विमांचे नुतनीकरण आणि रीपेअर कलेमच्या प्रक्रियेत मोठ्या प्रमाणात आजही पारंपरिक मार्गांचा अवलंब करते. यात गाड्यांची प्रत्यक्ष पाहणी करून नुकसानीचा आढावा घेण्यासाठी निरीक्षकांची गरज असते. यामुळे परीक्षणाच्या प्रक्रियेला विलंब होतो आणि त्यामुळे गाड्या आणि विमाधारक बराच काळ प्रवासापासून वंचित राहतात. ही आव्हाने कमी करण्यासाठी रिलायन्स जनरल इन्शुरन्सने सेलेबल टेक्नोलॉजिस या मायक्रोसॉफ्टच्या भागीदारासोबत सहकार्य केले आहे. यातून एक नवा एआय पर्याय मिळणार आहे. ज्यामुळे ग्राहकांना कुठूनही, कधीही विमा घेता येईल किंवा त्याचे नुतनीकरण करता येईल.

#### हे सुद्धा वाचा

घक्क घालतवा विमानाचा दरवाजा उघडून उतरले दोन प्रवासी, सोबत कुत्राही..

या नव्या युगातील तंत्रज्ञान गाडीच्या छायाचित्रांच्या माध्यमातून गाडीचे किती नुकसान झाले आहे हे ठरवते आणि योग्य विश्लेषण करते. हे विश्लेषण तात्काळ ग्राहकापर्यंत पोहोचते. या प्रक्रियेत अगदी अपघाताच्या स्थळावरून विमाधारक रिलायन्स सेल्फी ॲपचा वापर करून क्लेम करू शकतील, फोटो आणि कागदपत्रे अपलोड करून दावाची नोंदणीही करू शकतील. दावा तयार केला गेला की एआय प्रणाली पुढील प्रक्रिया सुरू करते आणि जवळपास तात्काळच ग्राहकासाठी दुरुस्तीच्या कामाची तरतूद केली जाते. यात ग्राहकांना 'ऑन-द-स्पॉट' सेटलमेंटचाही पर्याय देण्यात आला आहे. यामुळे ग्राहकांच्या खात्यात तात्काळ पैसे जमा केले जातात.

'रॅपिड'मुळे दावाचे इंटिमेशन ते सेटलमेंट कालावधी ही संपूर्ण प्रक्रिया तासाभराहून कमी वेळात पूर्ण होते. एरवी ही संपूर्ण प्रक्रिया अत्यंत वेळखाऊ आणि कटकटीची असते. काहीवेळा तर या प्रक्रियेला १० ते १२ दिवसही लागतात.

या उपक्रमाबद्दल रिलायन्स जनरल इन्शुरन्स कंपनी लिमिटेडचे मुख्य कार्यकारी अधिकारी श्री. राकेश जैन म्हणाले, "एआय आधारित पर्यायामुळे आमच्या ग्राहकांसाठी व्हिडिओ क्लेमसची संपूर्ण प्रक्रिया अत्यंत वेगवान आणि विना कटकटीची झाली आहे. या तंत्रज्ञानामुळे आमच्याकडे येणाऱ्या साधारण नुकसान झालेल्या प्रवासी वाहनांमधील ६० टक्क्यांहून अधिक दावांना आवश्यक तो वेग मिळाला आहे. रॅपिडच्या वापरामुळे दावाच्या प्रक्रियेला लागणारा कालावधी लक्षणीय प्रमाणात कमी झाला आहे. ज्यामुळे अर्थातच ग्राहक सेवा अनुभव अधिक समृद्ध झाला आहे. टेक हार्ट या आमच्या ब्रँड तत्वाला अनुसरून या उपक्रमातून तंत्रज्ञानाला मानवी भावनांची जोड देण्यात आली आहे.

मायक्रोसॉफ्ट इंडियाच्या कमर्शियल पार्टनर्स विभागाचे कार्यकारी संचालक वेंकट कृष्णन म्हणाले, "एआयचे लाभ सर्वांसाठी मौल्यवान आणि सहज उपलब्ध करून देत मानवी चातुर्याला अधिक समृद्ध करणे हे मायक्रोसॉफ्टचे लक्ष्य आहे. रिलायन्स जनरल इन्शुरन्सच्या ग्राहकांसाठी आर्टिफिशियल इंटेलिजेंसची ताकद आणि त्यातील बदलात्मक परिणाम उपलब्ध करून देत या अनुभवाला एक नवे स्वरूप देण्यात त्यांच्याशी सहकार्य करताना आम्हाला आनंद होत आहे. नुतनीकरण आणि दावाची प्रक्रिया सुरक्षित आणि व्यापक प्रमाणात निर्माण करण्यासाठी आम्ही आमचे भागीदार सेलेबल टेक्नोलॉजीसचे आभारी आहोत.

**Website:** VAR India**Date:** Dec 22, 2020**Link:** [RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION \(varindia.com\)](https://varindia.com)

## RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION

By VARINDIA - 2020-12-22



Reliance General Insurance (RGI), a 100% subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities. This end-to-end solution has helped RGI provide a much faster and seamless customer experience while making vehicle claims.

India, which is one of the world's largest and fastest-growing auto insurance markets, relies largely on traditional ways to renew policies and process repair claims, which usually required inspectors to physically look over vehicles and assess damages. This leads to a delay in the process of inspection, resulting in keeping the cars and policy holders off the road for longer. To mitigate this challenge, Reliance General Insurance collaborated with Celebal Technologies, a Microsoft partner, to create the new AI solution, which allows customers to buy or renew policies anytime, anywhere.

The new age technology uses Artificial Intelligence to identify damage from the vehicle image feeds and procures the correct assessment which gets instantly delivered to consumers. In this process, right from the accident spot, the insured can

access Reliance Selfi app to intimate the claim, upload the photos and documents to get the claim registered. Once the claim is generated, the AI tool starts processing and almost instantly generates a provisional repair work order for the customer. It also gives an option to the customer to opt for on-the-spot settlement which can be credited in customers' account immediately.

RAPID brings down the process of claims intimation to claims settlement period, to complete in less than an hour, from an otherwise time-consuming and hassled process that took an average period of 10 to 12 days.

Talking about this initiative, Mr. Rakesh Jain, CEO, Reliance General Insurance Company Limited commented, "Introducing this AI-based solution, makes the entire vehicle claims process completely superfast and hassle-free for our customers. This technology brings the much-needed acceleration to more than 60% of claims we receive for our passenger vehicles which have just peripheral damages. With the use of RAPID, a significant decrease in the claim processing time is achieved, which will result in an enhanced customer service experience. This initiative connects well with our Brand Philosophy Tech + Heart, offering tech solutions with human touch."

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**Website:** The Tech Street Now**Date:** Dec 21, 2020**Link:** [Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by Microsoft Azure \(thetechstreetnow.com\)](https://thetechstreetnow.com)

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1 WEEK, 5 DAYS AGO [CRN.IN](#)



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**Website:** APN News**Date:** Dec 21, 2020**Link:** ["Reliance General Insurance Empowers Customers With A Rapid Vehicle Claims Solution Powered By Microsoft Azure AI" | APN News](#)

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Published on December 21, 2020

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**Website:** Media Catalyst**Date:** Dec 21, 2020**Link:** [Reliance General Insurance Empowers Customers with Rapid Vehicle Claims Solution \(mediacatalyst.in\)](https://mediacatalyst.in)

## Reliance General Insurance Empowers Customers with Rapid Vehicle Claims Solution

By: MediaCatalyst | December 21st, 2020

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**Website:** This Week India**Date:** Dec 21, 2020**Link:** [RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE \(thisweekindia.news\)](https://thisweekindia.news/reliance-general-insurance-empowers-customers-with-a-rapid-vehicle)

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Posted By **This Week India** on Dec 21, 2020

Bangalore

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**Website:** Media Tech**Date:** Dec 21, 2020**Link:** [RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE "CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI" – MediaTech \(wordpress.com\)](#)

## RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE "CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI"

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@RelianceGenIn

Website: 4psNew

Date: Dec 21, 2020

Link: [Reliance General Insurance empowers customers with a rapid vehicle claims solution powered by Microsoft Azure AI \(4psnews.com\)](#)

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Dec 21 2020



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**Website:** Arthniti Magazine**Date:** Dec 21, 2020**Link:** ["RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI" \(arthnitimagazine.blogspot.com\)](https://arthnitimagazine.blogspot.com)

## "RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI"



- December 21, 2020

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**Website:** The News Pro**Date:** Dec 21, 2020**Link:** [RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI - The News Pro - India, Automobile, Entertainment, Business, & World News Website.](#)

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DECEMBER 21, 2020 NO COMMENTS Banking, Business



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by Our Correspondent - Dec 21, 2020



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**Website:** Exclusive News**Date:** Dec 21, 2020**Link:** [RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI](#) Exclusive News | Exclusive News

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December 21, 2020 16:12:45

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**Website:** Global Prime News**Date:** Dec 21, 2020**Link:** ["RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI" | Global Prime News](#)

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**GENERAL  
INSURANCE**

RELIANCE GENERAL INSURANCE Logo

POSTED BY: SACHIN MURDESHWAR DECEMBER 21, 2020

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#### About Reliance General Insurance

[www.reliancegeneral.co.in](http://www.reliancegeneral.co.in)

Reliance General Insurance, a part of Reliance Capital, is one of the leading general insurance companies of India. The Company offers a well-rounded and comprehensive bouquet of products including Motor Insurance, Health Insurance, Travel Insurance, and Home Insurance, and offers customized solutions to meet the protection needs of each customer. Reliance General Insurance has a wide network of more than 40,000 intermediaries across 136 branch offices across India for offering its products and services to retail, corporates and SME clients.

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Website: Samachar Prahari

Date: Dec 21, 2020

Link: [रिलायंस जनरल इश्योरेंस की रैपिड सेवा शुरू - Samachar Prahari](#)

Other बिज़नेस

## रिलायंस जनरल इश्योरेंस की रैपिड सेवा शुरू

द्वारा samacharprahari December 21, 2020

शेयर

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**मुंबई।** रिलायंस जनरल इश्योरेंस ने वाहनों से संबंधित दावों के शीघ्र एवं तुरंत निपटान के लिए 'RAPID' (रैपिड) सेवा शुरू किया है। माइक्रोसॉफ्ट एज्योर कॉन्ग्रेसियल सर्विसेज तथा एज्योर मशीन लर्निंग पर आधारित इमेज एनालिटिक्स की सुविधाओं से सुसज्जित है। पॉलिसी को रिन्यू करने तथा वाहनों की मरम्मत से जुड़े दावों के निपटान के लिए पारंपरिक तरीकों पर निर्भरता कम होगी। कंपनी ने माइक्रोसॉफ्ट और सेलेबल टेक्नोलॉजीज के साथ साझेदारी की है। ग्राहकों को अपनी पसंद से कभी भी, कहीं भी पॉलिसी खरीदने या रिन्यू करना आसान हो जाएगा। इसके अलावा, आर्टिफिशियल इंटेलिजेंस की मदद से वाहनों की मौजूदा तस्वीरों से नुकसान की पहचान की जाती है। सही ढंग से मूल्यांकन करने में मदद मिलती है। दुर्घटना स्थल से लेकर दावे के निपटान तक की पूरी प्रक्रिया में बीमाधारक रिलायंस सेल्फी ऐप के नुकसान भरपाई का दावा कर सकते हैं।

**Website:** Mumbai News Express

**Date:** Dec 21, 2020

**Link:** [“RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI” – MumbaiNewsExpress.com](https://www.mumbainewspress.com/reliance-general-insurance-empowers-customers-with-a-rapid-vehicle-claims-solution-powered-by-microsoft-azure-ai/)

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by Suman Gupta

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RAPID brings down the process of claims intimation to claims settlement period, to complete in less than an hour, from an otherwise time-consuming and hassled process that took an average period of 10 to 12 days.

**Talking about this initiative, Mr. Rakesh Jain, CEO, Reliance General Insurance Company Limited commented,** "Introducing this AI-based solution, makes the entire vehicle claims process completely superfast and hassle-free for our customers. This technology brings the much-needed acceleration to more than 60% of claims we receive for our passenger vehicles which have just peripheral damages. With the use of RAPID, a significant decrease in the claim processing time is achieved, which will result in an enhanced customer service experience. This initiative connects well with our Brand Philosophy Tech + Heart, offering tech solutions with human touch."

**Venkat Krishnan, Executive Director, Commercial Partners, Microsoft India, said,** "Microsoft's goal is to amplify human ingenuity by making the benefits of AI accessible and valuable to everyone. We are pleased to collaborate with Reliance General Insurance to bring the power of Artificial Intelligence and its transformative impact to reimagine the experience for their customers. We thank our partner Celebal Technologies for creating the solution, which makes the both the renewal and claims processes agile and more efficient, in a secure and scalable manner."

**About Reliance General Insurance :** Reliance General Insurance, a part of Reliance Capital, is one of the leading general insurance companies of India. The Company offers a well-rounded and comprehensive bouquet of products including Motor Insurance, Health Insurance, Travel Insurance, and Home Insurance, and offers customized solutions to meet the protection needs of each customer. Reliance General Insurance has a wide network of more than 40,000 intermediaries across 136 branch offices across India for offering its products and services to retail, corporates and SME clients. <http://www.reliancegeneral.co.in>

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## RELIANCE GENERAL INSURANCE EMPOWERS CUSTOMERS WITH A RAPID VEHICLE "CLAIMS SOLUTION POWERED BY MICROSOFT AZURE AI"

*Bengaluru, 22<sup>nd</sup> December 2020:* Reliance General Insurance (RGI), a 100% subsidiary of Reliance Capital, has brought in speed and acceleration to its vehicle claim process by introducing 'RAPID' equipped with image analytics powered by Microsoft Azure Cognitive Services and Azure Machine Learning capabilities. This end-to-end solution has helped RGI provide a much faster and seamless customer experience while making vehicle claims.

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Posted on December 23, 2020 by NT Bureau



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