



## Digital Revolution in Insurance: How the Internet Is Shaping Changes

Dr. Naveen Agrawal

Assistant professor, faculty of commerce, Kishori Raman PG College, Mathura.

Divyanshi Jain research scholar, KR PG College, Mathura

Corresponding Author- Dr. Naveen Agrawal

### Abstract

This paper's goal is to examine every potential shift brought about by the internet in the insurance industry. The development of internet technology and its possible and present applications in the insurance sector. How the internet enhanced customer interaction, risk management, operational efficiency, and the emergence of insurtech companies. The insurance sector is constantly transitioning from the traditional to the digital age, all the while managing cybersecurity and regulatory issues.

**Keywords:** Internet, Insurance, Digital.

In this paper all the major changes to insurance industry are consider, such as

- Digital transformation in the insurance sector.
- Customer engagement and online sales.
- Data Analytics.
- Insurtech startups.
- Customer experience and personalization.
- Claims process through digitalization.
- Risk management and cybersecurity.
- Regulatory and laws compliance challenges.
- Future challenges

### Introduction

Since gaining independence, India has made innovation a top priority. The country's "Decade of Innovations 2010–20" national strategy pledges to increase the capabilities for innovation, science, and technology. The internet is now used everywhere, including hospitals, schools, businesses, insurance, and other places. Its use was previously limited to science and technology. Insurance companies can obtain more and more customer data, process claims online, interact with customers, and many other benefits as the use of the internet grows in the insurance industry. The internet's widespread use in the insurance sector is giving companies the chance to develop fresh business strategies and provide cutting-edge solutions to both current and future policyholders.

With the development of the internet, the insurance industry has seen significant changes, such as.

### Digital transformation in the insurance sector:

The insurance sector has undergone a digital change as a result of the internet's advent as a potent tool. Online platforms are now used for traditional activities like client contacts, underwriting, and claims processing. This change

has increased paperless working, improved efficiency, and streamlined operations.

### Online Customer Engagement and Sales:

New avenues for client interaction and insurance sales have been made possible by the internet. Insurance businesses can use online platforms to provide new policies and personalised offerings. Customers may easily compare, buy, and manage policies using online channels. Customers now have more options and the market's reach has increased as a result.

### Data and Analytics:

Big data brings great value to insurance companies, it improved the profit space of the companies by increasing their premium incomes. Big data also provides a strong guarantee for mastering effective customer demand in real time. Help in maintaining high quality customers with reducing loss ratio. Provide a opportunity to companies for charging high risk premium from customers. Develop advantageous customers groups through customer behavior analysis and improve the overall profitability of insurance companies.

### Insurtech Startups:

The traditional insurance industry has been challenged by the rise of insurtech businesses, driven by the internet. These startups use technology to develop cutting-edge insurance solutions, optimise workflows, and offer individualised care. They pose a threat to well-established insurers by providing more flexible and customer-focused solutions.

### Claims process through digitalization:

Online claim filing simplifies the procedure for customers, who may frequently include photo or video evidence. Users of online portals can contact with claims adjusters and monitor the status of their claims.

**Risk management and cybersecurity:**

Cyber dangers are becoming more common as insurance firms become increasingly dependent on digital technologies and use the internet. The internet has necessitated a greater focus on cybersecurity and risk management to protect sensitive customer data.

Allstate's Drivewise program uses telematics to collect data on driving behavior through an app or device. Safe driving habits result in discounts on auto insurance premiums.

**Regulatory and laws compliance challenges:**

There is typically less paperwork because contracts, policies, and other documents are kept digitally. Insurers can better comply with evolving regulations and compliance requirements by using online tools.

**Literature Review**

A literature review is a piece of academic writing demonstrating knowledge and understanding of the academic literature on a specific topic placed in context. A literature review also includes a critical evaluation of the material.

**Das & Dutta (2009).** In this paper author emphasize on the digital transformation in the insurance industry. Highlights the process of transition from paper based to online platforms and critically evaluate the efficiency improvement in the operational activity and reduce cost of operation.

**Cohen et.al.,(2018)** This paper also talk about digital transformation . Highlight numerous study and evaluate the change from paper based processes to digital platforms, streamlined underwriting and fast claim processing.

**Huang et. Al.,(2020).** In this research, results shows how the use of internet has introduced insurance industry to a new distribution channels, provide a access to the insurance companies to reach its potential customer in remote area. Internet with the help of AI has improved customer engagement and customer satisfaction.

**Gupta et.al., (2020).** Study the impact of internet on customer engagement and sales in India. Result of this study shows, how the internet make it easier for customers to access information and policies purchase.

**Hao et.al., (2019).** Internet provides vast amount of potential customer data. After analysis vast amount of data from internet, insurance companies able to assess or manage its risk.

**S. Hussain and F. A. Shah's ,(2017).** In this paper "Mobile Applications in the Insurance Industry" researcher examines the spread of mobile apps in the insurance industry. The article addresses how mobile apps can improve consumer interaction. There are many different aspects of the insurance industry that the internet affects, including underwriting, claims processing, customer engagement, and regulatory compliance. These

studies show how the insurance industry is changing in the digital era, emphasising increased efficiency, customer-focused services, and data-driven decision-making.

**Sharma & Verma., (2018).** A study was conducted by these author in India to highlight, how insurance companies use the data for better risk management and personalized offering.

**Kapoor and Verma., (2021).** This study explore the rise of insur-tech in India. Through these startups innovative products and services are offered. These startup use new technologies to disrupt old traditional model.

**Pomerol and Baker., (2020).** Before this study many study was conducted to evaluate the impact on traditional model of insurance due to insur-tech startups.

**S. K. Gupta et al. (2017).**The automation of claims processing is a critical area of internet influence. In this following paper, author consider this critical area "Claims Processing in the Digital Age" discuss how online claim submissions and the use of digital documents expedite claims processing.

**Chan et.al., (2017).** This research paper has focus on the use of internet enabled tools for online claim processing. Online submission and mobile apps have speed up the claim processing and settlement. Improved overall experience of policyholders.

**Sullivan and kozak, (2018).** This paper concern with the cybersecurity and risk management, which is rise more and more due to the excessive use of internet. Through this paper researcher emphasize the requirement towards robust cubersecurity measures to protect customer's sensitive data.

**C. P. Martin and A. J. Rühle's., (2019).** "Cyber Risk Management in Insurance: An Integrative Framework" discusses the impact of the internet on data security and regulatory compliance. In the digital age, the paper discusses cybersecurity and regulatory compliance issues and their solutions.

**Research Methodology:**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about topic. This research is descriptive in nature. It means this research aim to accurately and systematically describe a population, situation or phenomenon, but not why question. Source of data will be secondary such as report of IRDAI, government report, google scholar, newspaper articles about insurance sector, books, journal to obtain desired information.

**Objectives:** The research aim of this study is to examine the impact of internet use on the insurance industry.

**Finding:**

- The insurance industry is undergoing a global shift towards digital-first business models, which have the potential to create billion-dollar new opportunities.

- Insurers are using the internet as a means of leveraging the growing emphasis on usage-based coverage and personalised premiums.
- Greater profitability, lower operating costs, and newer models and revenue streams will result from collaboration between traditional insurance and insurtech companies.

• The \$5 trillion global insurance market is currently undergoing a radical shift in direction that will redefine what is considered "business as usual."

\*One of the technologies that is most disruptive to the insurance sector is the internet. As per a report, the global insurance market with a market size of \$104.31 billion is projected to grow at a compound annual growth rate (CAGR) of 57% from 2020 to 2027

### Conclusion

Through the introduction of digital distribution channels, enhanced consumer experiences, and the availability of data-driven analytics for more accurate risk assessment, the internet has dramatically changed the insurance sector. Online platforms are used by insurers for customer support, sales, and marketing, which increases productivity and automates procedures. Large-scale data sets are readily available, which makes targeted advertising and personalized marketing easier. Notable effects include the development of new insurance categories including cyber insurance, worldwide connection, and insurtech developments.

The industry's transformation is further aided by telematics and blockchain technologies, which make it more adaptable and sensitive to shifting consumer demands and new threats. It is anticipated that as technology develops, the insurance sector will change even more to adapt to the digital environment. The internet has profoundly altered the functioning of the insurance sector, and it has also introduced new challenges. For more futuristic changes, insurance industry must remain adaptable and responsive to its requirement.

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