Receiving an Award in the Efma-Accenture Innovation in Insurance Awards 2019

We are pleased to announce that Nippon Life Insurance Company (President: Hiroshi Shimizu; hereinafter "Nippon Life") has won the Gold Award in the "Customer Experience" category of the "Efma[*]-Accenture Innovation in Insurance Awards 2019." This is the first time ever that a Japanese life insurance company has received this award.

*Efma is a global not-for-profit organization promoting innovation in the banking and insurance sectors set up in 1971. It is based in Paris with over 3,300 members from over 130 countries.

The Efma-Accenture Innovation in Insurance Awards were launched in 2016 to recognize and promote innovation in the insurance sector. For this year, which is the fourth event since then, 395 innovations were received from 287 corporations and organizations in 54 countries around the world.

In April 2019, Nippon Life launched the TASKALL tablet under the concept of "utilizing cutting-edge service technology such as AI or OCR to enhance customer satisfaction and service quality levels of our Sales Representatives" in cross sector partnerships with various corporations including Nissay Information Technology Co., Ltd. (President: Takeshi Yabe).

We believe that by winning the Gold Award this time our efforts in standardizing individual human sales skills through AI and upgrading and streamlining daily activities of Sales Representatives have received high evaluations.

We will continue to realize "enhancement of customer satisfaction and service levels," "strengthening consulting skills of Sales Representatives" and "revolutionizing the working style" through such initiatives.

＜**Category**＞

Customer Experience

＜**Entry title**＞

TASKALL: Fusion of Face-to-Face Channel and AI

＜**Summary**＞

Upgrading the quality of day-to-day sales activities with AI using TASKALL (tablet distributed to all Sales Representatives)

＜**Reason for winning**＞

Traditionally, the customers have been selected based on the individual experience and judgement of each Sales Representative. By analyzing the big data in our company with AI using this innovation, TASKALL extracts and indicates customers that match certain criteria so that the Sales Representatives may visit them in a more optimized timing. As a result, this success has upgraded and streamlined the daily activities of Sales Representatives and received high evaluations.