



INSURANCE | FINANCIAL SERVICES

Resale for Insurance Battlecard

Financial Services Data Cloud with Cortex AI

Target Audience: Insurance carriers (P&C, Life, Health) | Key Buyer Persona: VP of Underwriting · Chief Risk Officer · Chief Data Officer · Chief Digital Officer · Actuaries · Head of Claims

The 30-Second Elevator Pitch

Insurers today are squeezed by inflation, extreme weather events, and customers who demand digital speed. With AI spending in insurance projected to reach significant global levels, the pressure is on to transform operations—but most AI pilots never make it to production.

Snowflake offers the **Financial Services Data Cloud with Cortex AI**—a single platform that breaks down the walls between legacy systems and powers AI at scale without the headache of constant manual data movement.

By using Snowflake, insurers can access real-time data to price risk more accurately, settle claims in minutes instead of weeks using AI-powered automation, and offer personalized policies. It turns data from a messy operational burden into a competitive advantage to drive profitability and customer retention.

Top 3 Use Cases

Three key areas where Snowflake delivers immediate value for Insurance carriers

Underwriting Transformation:

- Automate the ingestion of application, claims, and third-party data (like credit or IoT).
- AI Enhancement: Use ML models for "low touch" or "no touch" underwriting with straight-through processing; leverage Document AI to extract information from engineering reports, submissions, and geospatial risk models.
- Outcome: Quote business faster and more accurately.

Claims Modernization

- Centralize data from policy, billing, and interaction history.
- AI Enhancement: Deploy AI-powered fraud detection models, automated damage assessment, litigation prediction, and claims summarization; process unstructured FNOL data (documents, images, emails) with Document AI and Openflow.

- Outcome: Enable "Straight Through Processing" (STP) for simple claims and identify fraud faster, reducing loss ratios.

Customer 360 & Personalization

- Unify data from across the business (policies, web activity, support calls).
- AI Enhancement: Use Snowflake Intelligence to query customer data in natural language ("Show me high-risk customers in the last 30 days") and generate personalized communications.
- Outcome: Offer the "Next Best Action" (e.g., a personalized policy add-on) to increase cross-sell and retention.

Customer Proof Points

Bajaj Allianz: Adopted Snowflake to create a "Customer 360" view, leading to **real-time pricing optimization** and the ability to offer personalized products, significantly improving customer satisfaction.

Aflac: Consolidated investment data into Snowflake to create a single source of truth, removing bottlenecks and allowing them to run complex models in minutes that used to take hours.

AXA: Leverages Snowflake to streamline data operations and support digital transformation across the enterprise.

Key Differentiators (Why We Win)

Feature	Why it Matters (The "Non-Tech" Value)
Snowflake Marketplace	Think of it as an "App Store" for insurance data. Insurers can instantly access live data from partners like Verisk, S&P Global, and Guidewire to improve risk modeling immediately without IT delays,.
Cortex AI for Financial Services	Purpose-built AI for insurance including Document AI (process claims docs, driver's licenses, forms automatically), fraud detection models, and natural language queries via Snowflake Intelligence. Eliminates the need to build custom AI pipelines—deploy AI on your data without moving it.
Secure Data Sharing (No ETL)	Competitors require you to copy and move huge files, which is slow and insecure. Snowflake allows you to share live data instantly with reinsurers, brokers, or partners without moving it. Result: Faster speed to market.
Zero Maintenance	Legacy systems require constant tuning and downtime. Snowflake is a fully managed service, meaning IT teams spend less time "keeping the lights on" and more time building value-add risk models.



Security & Governance

Insurance deals with highly sensitive PII. Snowflake provides built-in governance, masking, and compliance features (GDPR/HIPAA) tailored for financial services, reducing regulatory risk.

The “HOOK”: 4 Questions to Ask

Use these questions to uncover pain points around speed, risk accuracy, and operational inefficiency.

Question 1: "How long does it take your underwriting team to gather the data they need to price a complex policy?" **Why ask:** Highlights the pain of "stale or incomplete data" and slow pipelines. If they say days, Snowflake can enable "no-touch" or low-touch underwriting in near real-time.

Question 2: "Are you struggling to integrate third-party data—like weather patterns or geospatial data—into your risk models?" **Why ask:** Exposes the difficulty of acquiring external data. Snowflake Marketplace allows instant access to live datasets (e.g., from Verisk, Cotality, or weather providers) without building complex integrations.

Question 3: "Do your claims adjusters have to log into multiple systems to get a full view of a customer when a claim is filed?" **Why ask:** Identifies data silos. Snowflake unifies data for a "Customer 360" view, enabling faster claims triage and settlement.

Question 4: "How are you handling unstructured data like claim documents, emails, and images—are your teams still processing these manually?" **Why ask:** Reveals AI readiness gaps. Snowflake's Document AI and Cortex AISQL can automatically process driver's licenses, forms, and claim documents to accelerate FNOL (First Notice of Loss) and fraud detection.

Objection Handling

Objection: "We have too much invested in legacy systems (Mainframe, Oracle)." **Response:** "You don't need to rip and replace. Snowflake works alongside legacy systems—migrate specific workloads like Claims Analytics or Fraud Detection for immediate ROI while keeping core systems running."

Objection: "Security is our #1 concern; putting claims data in the cloud is risky." **Response:** "Snowflake is designed for the highly regulated financial industry. We are trusted by top insurers like AXA and Allianz. We offer features like 'Data Clean Rooms' that allow you to collaborate on data without ever exposing the underlying sensitive customer information (PII)."

Objection: "We already have a data lake, why do we need this?" **Response:** "Traditional data lakes can become 'swamps' that are slow and hard to use for real-time decision-making. Snowflake combines the low cost of a lake with the performance of a warehouse, meaning your actuaries can actually query the data instantly."



Objection: "We've tried AI pilots before but struggled to move them into production."

Response: "You're not alone—most insurance AI pilots fail to scale. Snowflake Cortex AI eliminates the complexity by bringing pre-built AI capabilities (Document AI, fraud models, natural language processing) directly to your data inside a secure, governed environment. No data movement, no custom infrastructure—just production-ready AI."

Seller Do's and Don'ts

Do's

- Focus on "**Operational Efficiency**": Insurers want to reduce the "Combined Ratio" (costs + claims / revenue). Snowflake helps lower costs and reduce fraud
- Highlight "**Hyper-Personalization**": Insurers want to move from being a "payer" to a "partner" by using data (like telematics/wearables) to incentivize healthy behavior.

Don'ts

- Become too technical about "clusters" or "SQL." **Focus on agility**—how fast can they launch a new insurance product or enter a new market?.
- Ignore the **Actuaries and Data Scientists**. They are key influencers. Mention that Snowflake integrates with Python (via Snowpark) so they can build risk models faster without waiting for IT.

Phone Script

"Hi [Prospect Name], this is [Name] from [Reseller]. I'm calling because insurers are telling us that integrating external risk data—like weather or geospatial patterns—is taking way too long and slowing down underwriting.

We're working with Snowflake to help carriers access live risk data instantly. For example, **AXA and Aflac** are using this to modernize their data operations and speed up their time-to-market.

I'd love to show you how you can enable 'no-touch' underwriting by instantly accessing the data you need. How does your calendar look for a brief chat next Wednesday?"

Email Template

Subject: Pricing risk accurately in real-time with AI

Hi [Prospect Name],

In today's market, speed and accuracy in underwriting are everything. If your actuaries are struggling with stale data or manual integrations for third-party risk sources, you are likely leaving money on the table. And if your claims teams are still manually processing documents and images, you're facing unnecessary delays and fraud risk.

We are partnering with Snowflake to help insurers like Bajaj Allianz and Aflac modernize their approach. The Financial Services Data Cloud with Cortex AI enables you to:



- Accelerate Underwriting: Automate data ingestion to enable "low touch" or "no touch" policy quoting with ML-powered risk models.
- Enrich Risk Models: Instantly access live weather, geospatial, and demographic data from the Snowflake Marketplace without IT delays.
- Modernize Claims with AI: Process unstructured claims data (documents, images, emails) automatically with Document AI; deploy fraud detection and damage assessment models; reduce claims cycle time by 40%+.
- Scale AI Securely: Deploy production-ready AI on your data without moving it—eliminate the AI pilot-to-production gap.

Would you be open to a short call to discuss how to reduce your data latency from days to minutes and automate claims processing?

Best,

[Your Name]

