



Mutua Madrileña Case Study

Bdeo creates the first fully automated, instant, and seamless underwriting process with Mutua Madrileña based on AI



This initiative is part of Mutua's Madrileña strategic plan for digitalization and shows the commitment to be at the forefront of the insurance industry transformation.

■ The challenge

Shortening the average onboarding process for new clients to the maximum. Aiming at a real-time underwriting customer experience.

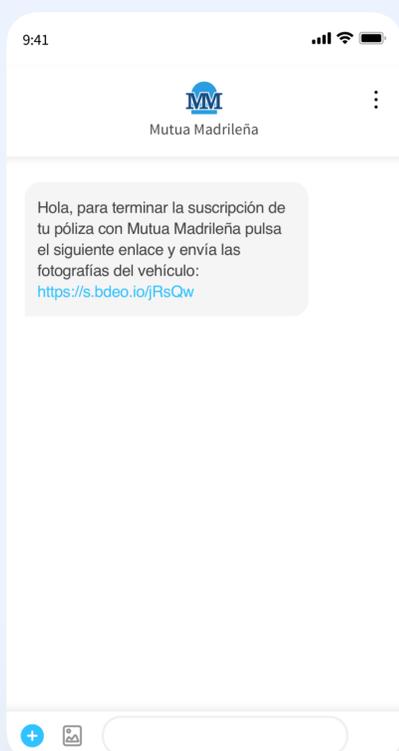
On average, it takes more than [hours/days] for a client to get an insurance plan for their vehicle. From the first time they start searching for an insurance plan at Mutua Madrileña's website to signing their contract they may have needed to interact with at least two people. First, they need to talk with an agent in order to get their insurance plan price estimation. After that, they would have to wait for an expert to inspect their car. Only after that everything will be ready to sign the contract.

But what if we were able to launch an underwriting process that allowed customers to get an insurance plan instantly and with a self-guided process that does not require human involvement?

■ The solution

Creating the best-in-class underwriting instant service. A fully automated vehicle quality control and insurance instant approval.

Mutua Madrileña integrated Bdeo's self-guided image capture solution in its acquisition customer journey. Customers take images of their vehicles through a web application. Bdeo uses Artificial Intelligence to detect pre-existing damages, prevent fraud, and provide an insurance quote. Besides, it captures digital evidence of the status of the vehicle to create a unique digital fingerprint.



With an end-to-end seamless process, Bdeo completes in seconds manual tasks that an advisor would normally carry out in hours and customers go from price estimation to contract signing and activation in minutes.

■ Benefits



Shortening the underwriting process from 5 days to 6 minutes



Customer satisfaction increase (9,5) with a faster assessment.



Cost optimization. Bdeo reduces operational and support costs by 80%



Fraud detection and control for peace of mind.



Increasing the quality of the process. A more reliable and accurate auditing process.

■ Customer experience

Before



After



"We are transforming the underwriting process, converting it from days to minutes. With Bdeo we can delight our customers by onboarding them instantly; and we are also reducing operational costs."

Carmen del Campo Elvira,
Chief Innovation Officer MM.

"Bdeo's AI allows Mutua Madrileña to perform the vehicle assessment in real time with more reliable quality control. We also help them ensure each new customer is onboarded and settled in the fastest possible time."

Julio Pernía,
CEO Bdeo.