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# EXPLORING AI APPLICATIONS

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Images from PEXELS.



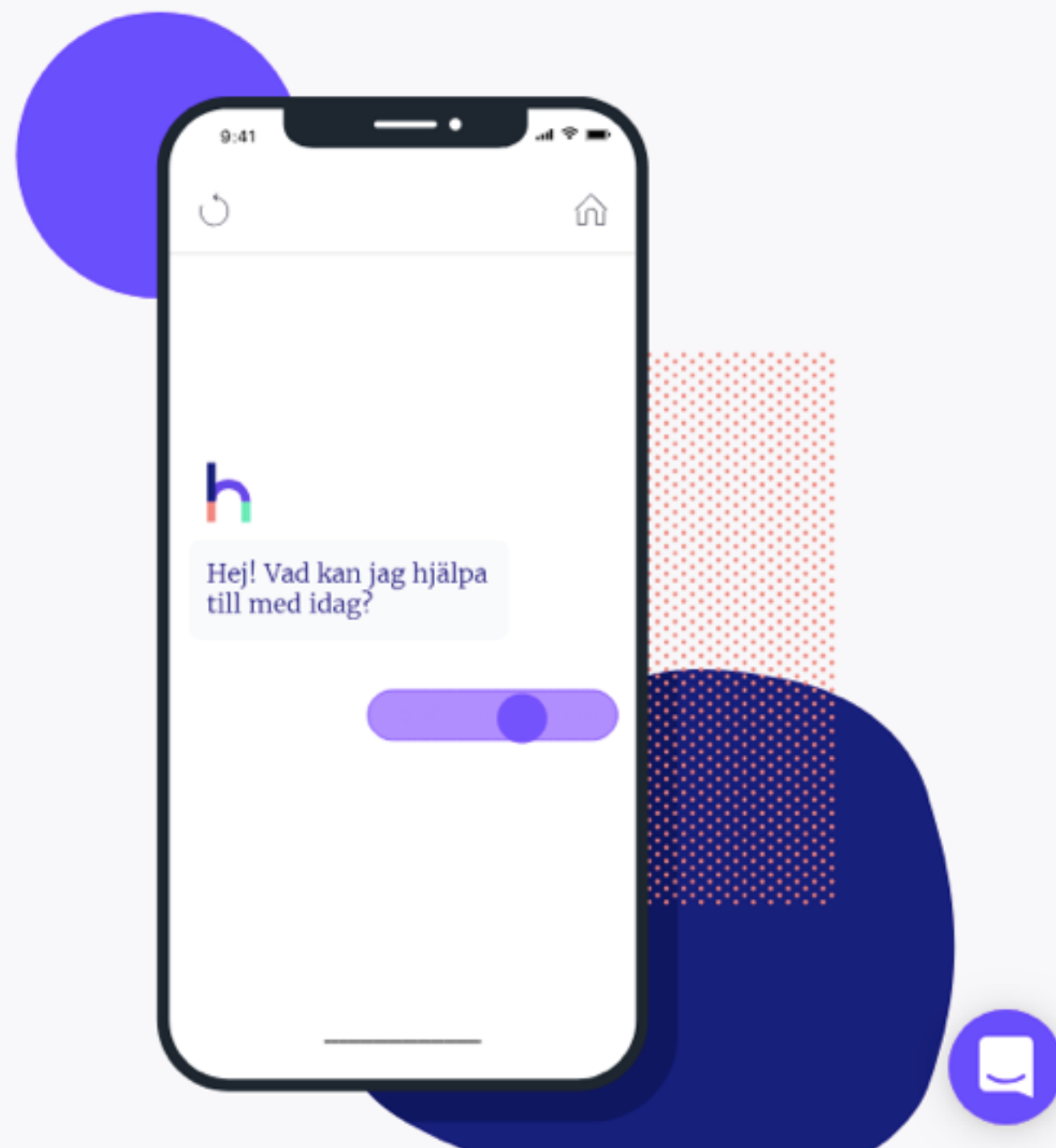


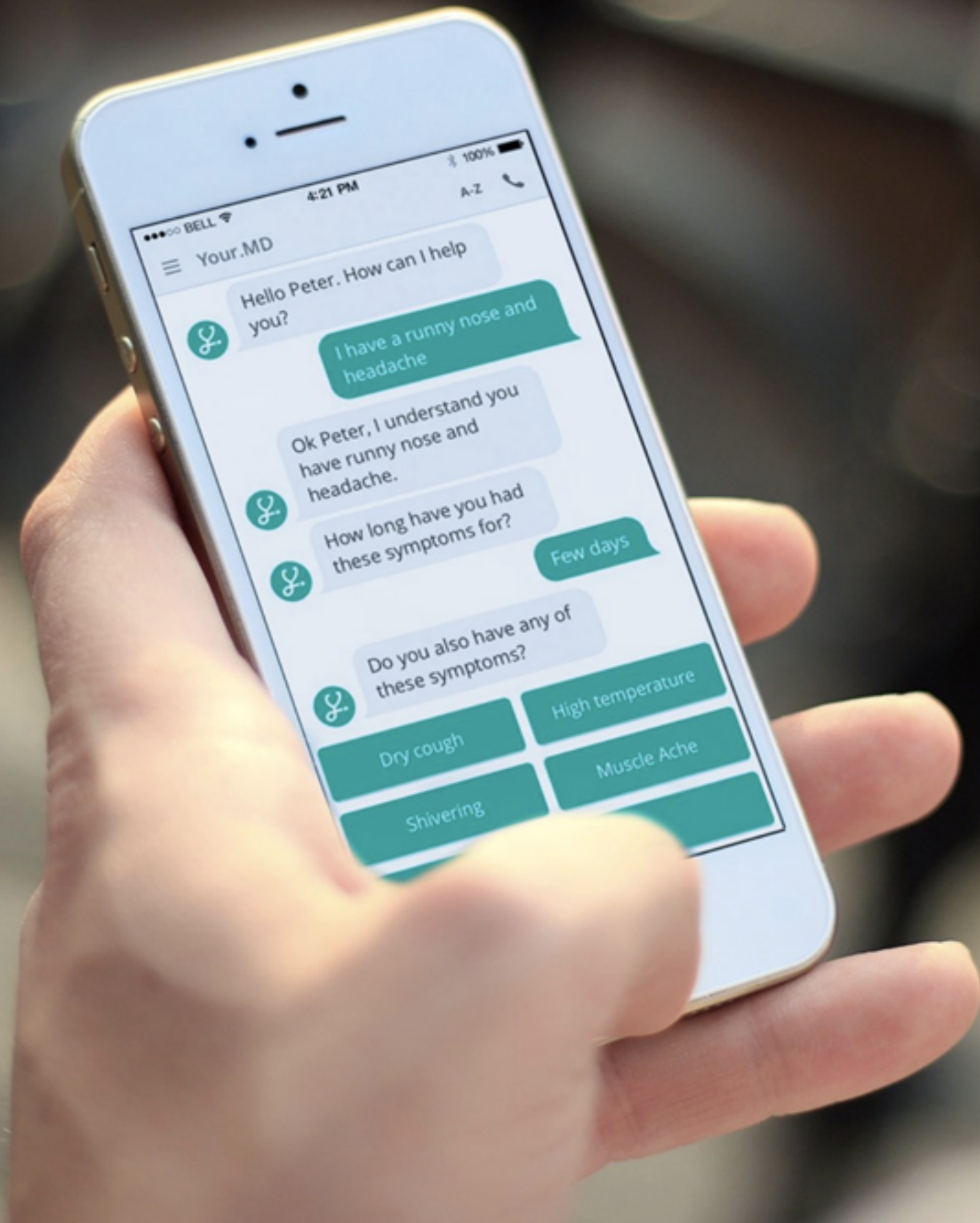


# Life happens. Let Hedvig help.

Home insurance reimaged for your lifestyle. It's simple, fast and fair.

Get your price





**CHAT BOTS =  
AI + Machine Learning**

**"2021 companies will  
spend more on chatbots  
than on apps."**

Gartner, Oct 2017.





**WHEN & HOW CAN YOU  
USE CHAT BOTS?**



Our mission:

# Create the world's most remarkable insurance experience



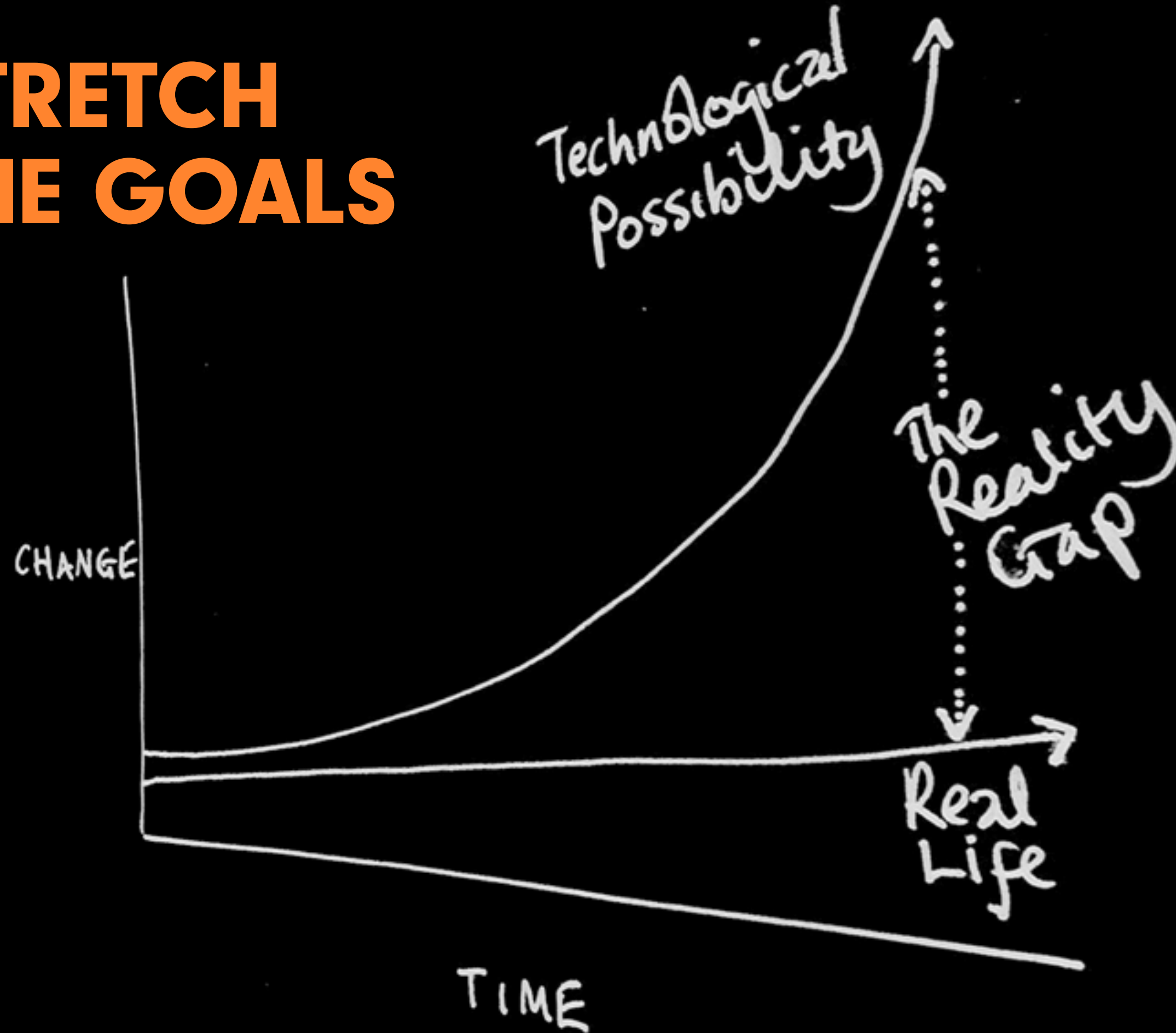
[Our story](#)

BRILLIANT MINDS  
STOCKHOLM





# STRETCH THE GOALS



**10X**  
The world's most  
remarkable  
customer  
experience

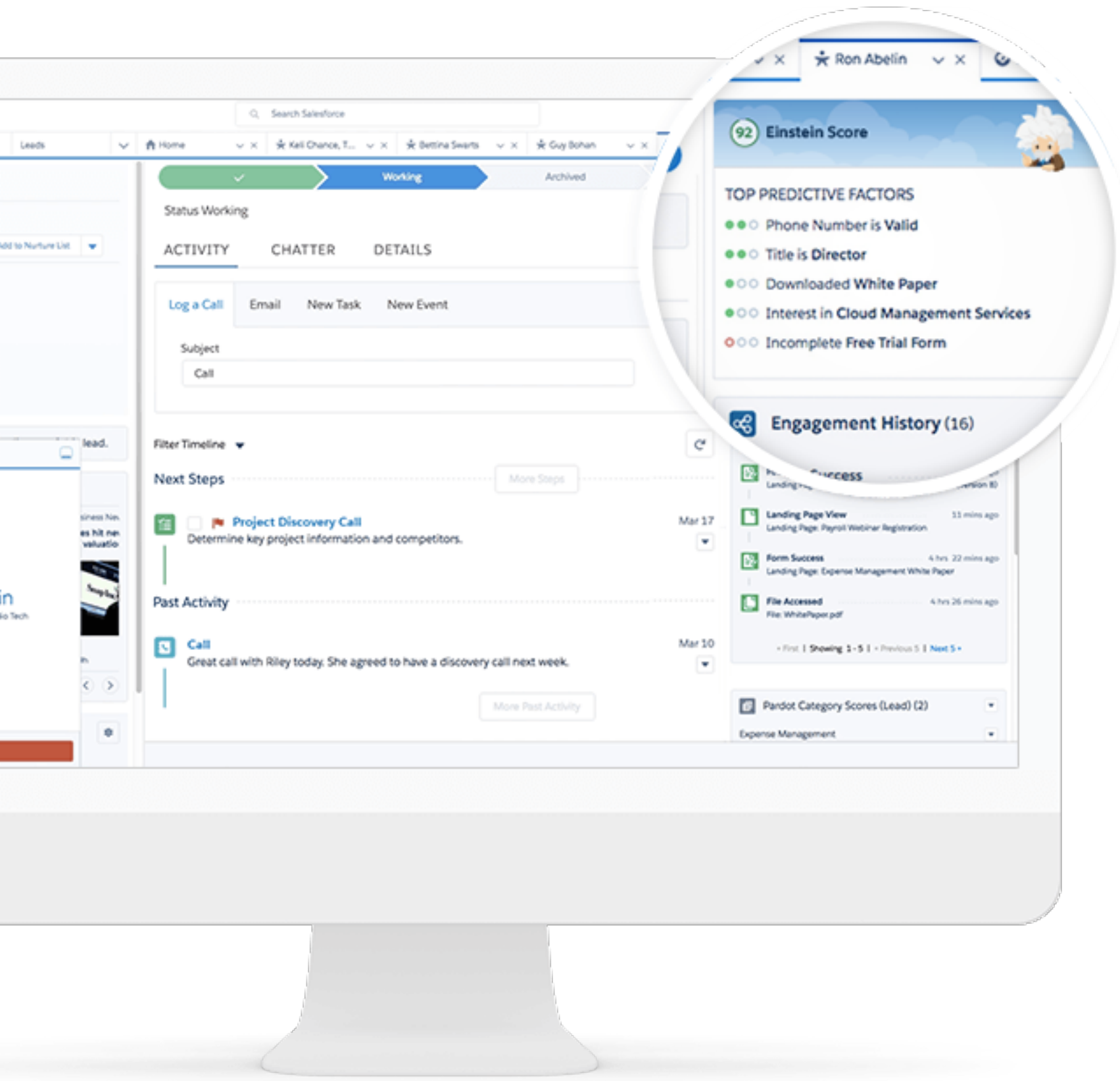
**1,5X**  
Improving  
insurance



# 10X

**What does 10X mean in your business?**  
**How can AI enable you to scale and improve?**





**"AI changes & replaces tasks, augmenting people's ability. Creativity will become the most important aspect of our business."**

— Richard Socher, Chief Scientist, Salesforce

# Stena Line storsatsar på AI: "en fråga om överlevnad"

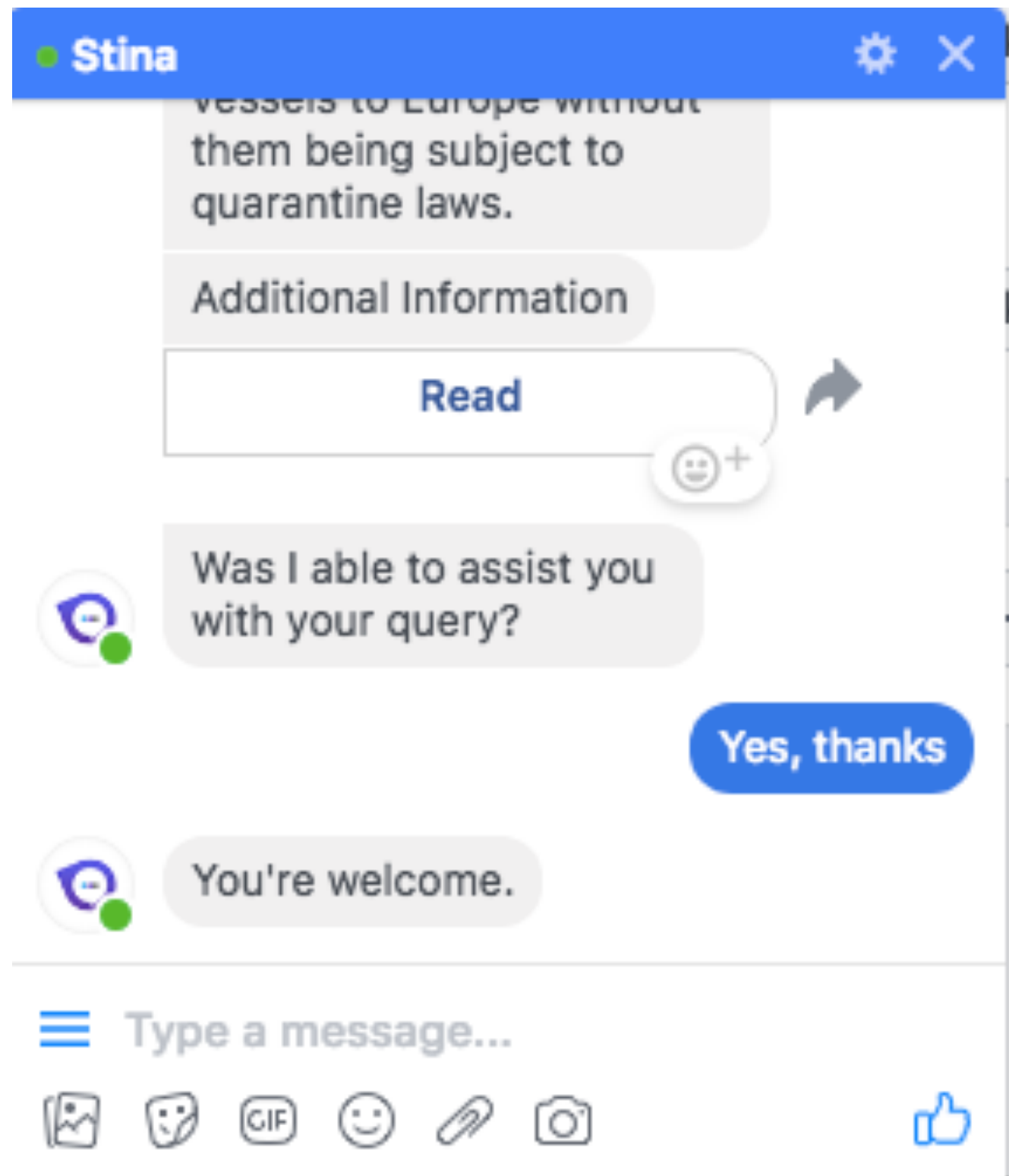
På Stena Line är AI fundamentet i den digitala transformationen. Smarta chattbottar och avancerad dataanalys i molnet ska ta rederiet till nästa nivå.



**Lina Rosengren**  
REPORTER

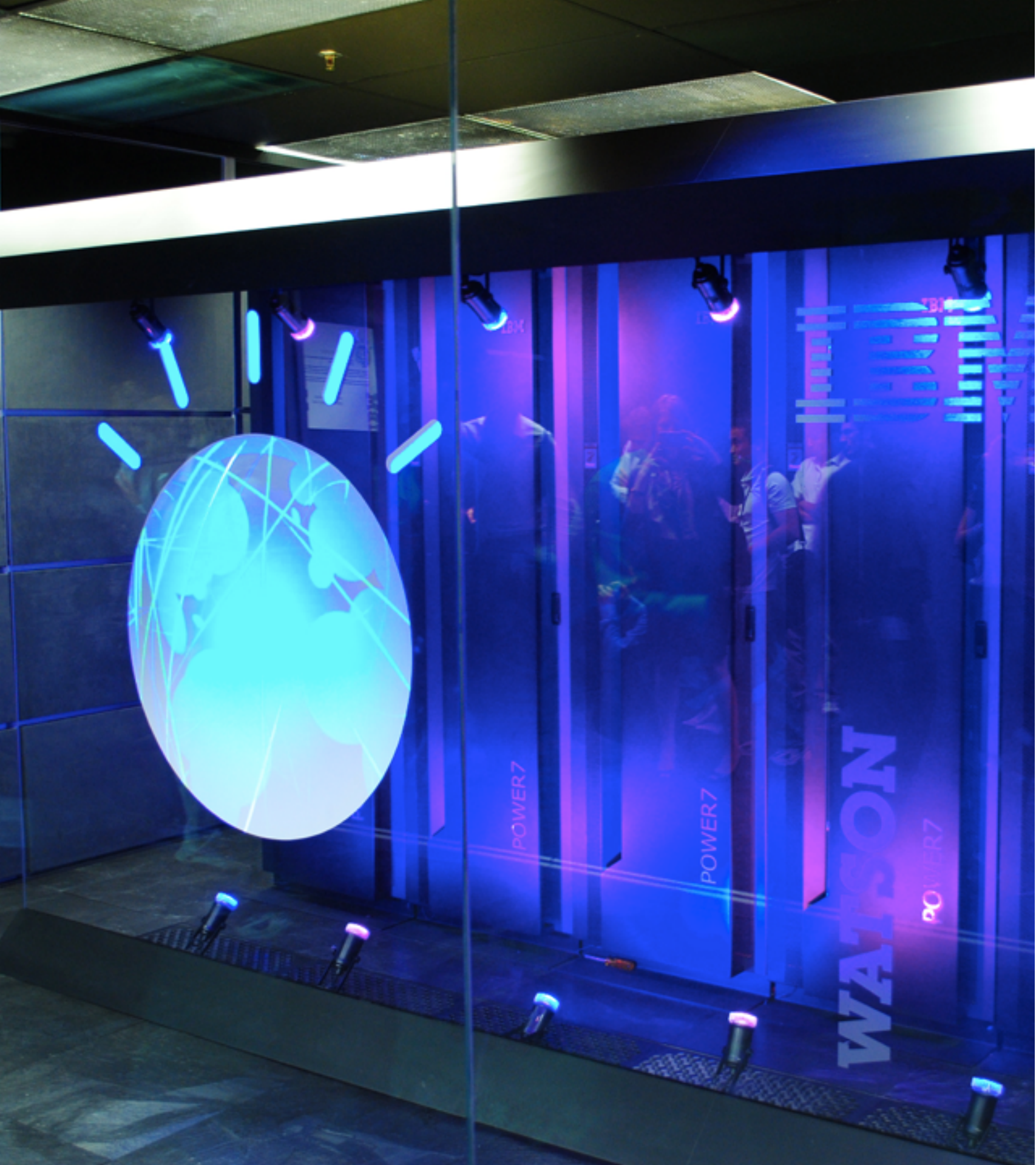






**"Half of all our transactions will come through chatbots by 2025. Compare to China where all mobile business comes from chats, not apps, today."**

— Amer Mohammed, Chief Digital Officer, Stena



**"Today you can swipe your Visa-card and get access to AI-services that IBM and Microsoft have spent 18 years developing. Watson costs \$99/month."**

Amer Mohammed, Head of digital innovation,  
Stena Line





- ## **STENA:s DIGITAL RECIPE**
- 1. Try everything**
  - 2. Don't guess (use data)**
  - 3. Speed up!**
  - 4. Involve all co-workers**
  - 5. Build competence now**









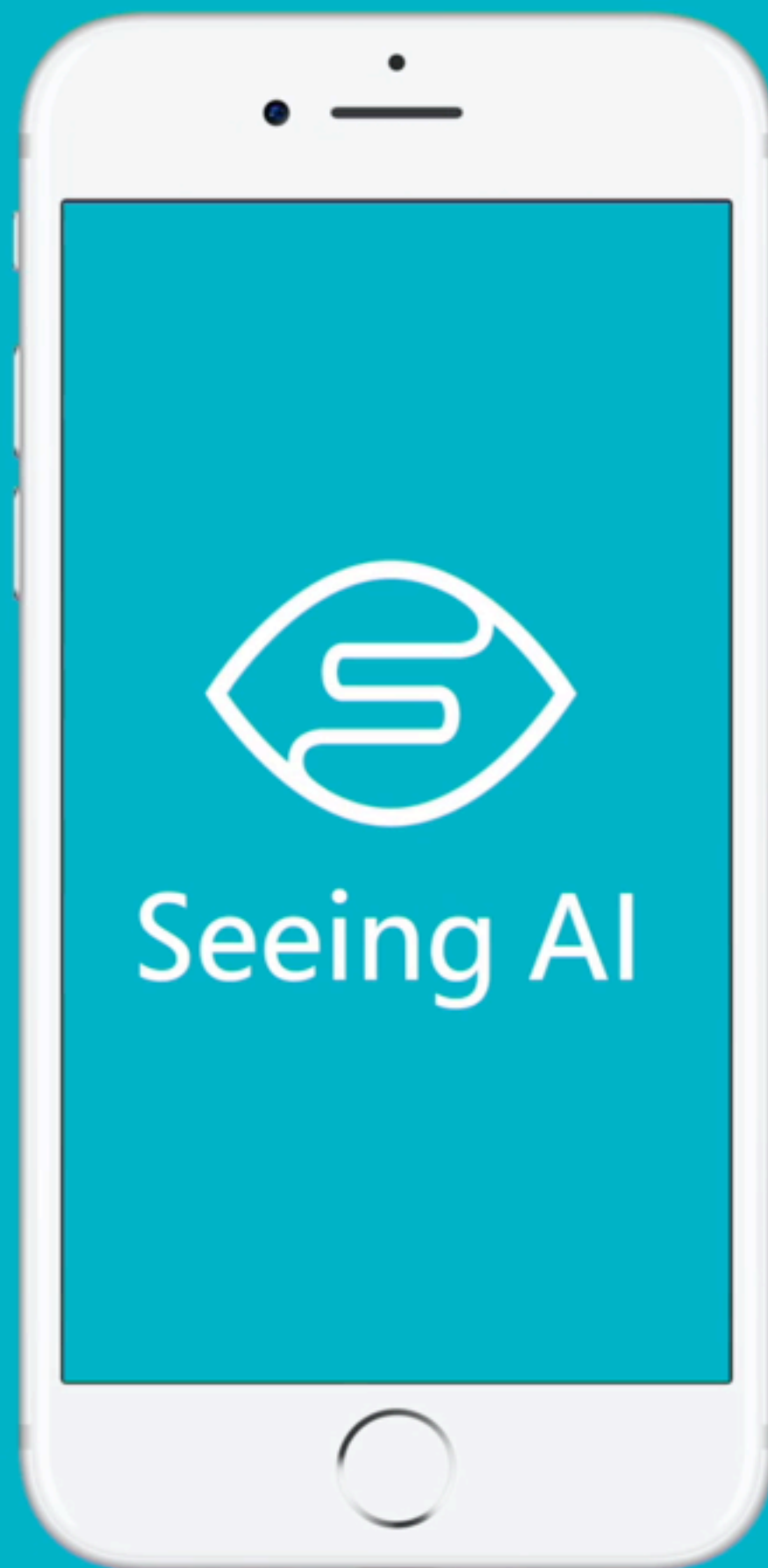
**"Our business is about giving our customers the right clothes. We do that with the help of 2,800 stylists + 60 data scientists."**

— Eric Colson, Chief Algorithms Officer, Stitch Fix (former Netflix)















# **DIGITALIZATION**

To create higher customer value, by applying digital technology in an innovative way.











**"Technology is not enough to be competitive in a digital economy. You also need a leadership, not management, that can challenge people and make them re-evaluate the rules and boundaries of tomorrow's business."**

- Brian Solis, digital analyst





A collage of various colorful sticky notes (yellow, pink, green) with handwritten text in black ink. The notes are scattered across a white background. Some notes are being held or written on by hands. A black digital watch is visible in the lower center. The overall theme is about exploring and documenting experiences.

# SKIP THE TALK. START EXPLORING!

Hospital  
blinking  
lights

body's  
twitches

MAKES  
YOU  
BLIND

GIVES YOU  
EPILEPSY

FORGETS  
YOUR  
BIRTHDAY

My  
tutor  
tells you  
you look  
stupid

ALWAYS  
DIRTY

EXHAUSTIVE

Broken  
mirror

GOES  
INSIDE  
WITH YOU  
LOOK AT IT

He like  
Dustin  
shows and  
tells you  
you're  
stupid

②





**"There were no coaches to guide me, so I started watching videos on YouTube."**

Julius Yego, World Javelin Champion 2015



# GOOD LUCK!

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