CNP SEGUROS

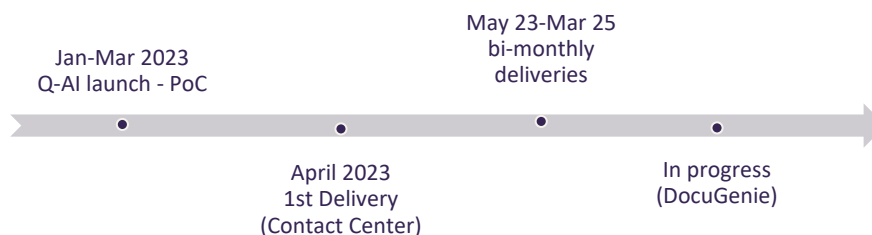**INITIATIVE**   CNP Q-AI: Multi-Purpose GenAI Hub

AWARD   Celent Model Insurer 2025 for **Innovation Execution**

EXECUTIVE SUMMARY   Q-AI is a comprehensive generative AI (GenAI) hub aiming to transform operations and gain a strategic advantage through multi-model AI integration. Q-AI centralizes and accelerates AI use across teams, featuring conversational AI agents, a semantic search engine (DocuMaster), call center intelligence, and workflow automation. The platform is designed for customization, scalability, and security, positioning CNP Seguros as a leader in AI adoption. It supports multiple languages and provides full API access for integration with existing systems. Q-AI is positioned to be a powerhouse for the entire CNP group, sharing knowledge and resources to fast-track AI adoption across subsidiaries.

TIMELINE

Jan-Mar 2023
Q-AI launch - PoC

April 2023
1st Delivery
(Contact Center)

May 23-Mar 25
bi-monthly
deliveries

In progress
(DocuGenie)

KEY BENEFITS
- **Increased Productivity:** Up to 90% productivity gains through automation.
- **Reduced Customer Response Time:** Significant reduction in response times with faster, AI-driven insights.
- **Cost Savings:** 29x reduction in call analysis costs, substantial savings in call transcription and analysis, and overall cost reductions.
- **Time Saved:** Significant time savings, freeing up employees for higher-value tasks (3,500 hours annually, estimated up to 5,000).
- **Strategic Advantage:** Enhanced brand perception as an innovator in AI adoption.
- **Operational Efficiency:** Streamlined workflows and automated tasks enhance overall operational efficiency.

KEY VENDORS   OpenAI, Anthropic, Google, Whisper, ElevenLabs, SysOne

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