



## The importance of data with Europe's Chief Data Officer, Paola

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### **Hi Paola, what does your role involve?**

Hi, I'm Paola, and I'm Europe's Chief Data Officer. My role involves defining and implementing our data strategy in Europe, overseeing data governance to ensure accuracy and compliance, and using advanced analytics to optimise risk management, improve customer insights, and support product innovation.

### **Why is effective data analytics important to the business?**

Across the Group, we are focused on evolving our technology and data capabilities to meet changing customer needs and trends. Effective data analytics is crucial because it means that we can accurately assess risks, improve how we price, and offer our customers a personalised experience. By transforming data into actionable insights, we can enhance our decision-making. It also helps to encourage innovation and ensure a competitive advantage in a rapidly evolving market.

### **How do we use AI in our European businesses?**

AI helps us to improve our proposition because it enhances our risk assessment through more precise underwriting and faster identification of emerging patterns and trends. Within claims management, AI helps us to detect fraud and streamline claim processing which helps to resolve customer claims more quickly.