50 Chatbot Players

Funded By LOB:
- **Life**
- **Health**
- **P&C**
- **Auto only**
- **Home, renters only**
- **Small business only**
- **Multi line**

**2016 was a peak year for chatbots:**
16 players were established.

**2017 is a year of many firsts:**
- Co-op - 1st insurer to launch a car insurance chatbot in the UK
- Insurify - 1st car insurance comparison chatbot
- Naked - 1st in South Africa to use a chatbot to sell insurance
- Next - 1st to offer a chatbot for personal trainers SB insurance
- Risk - 1st car insurance chatbot in the Netherlands
- Sun Life - 1st Canadian insurer to launch online coach
- Turtlemint - India’s 1st chatbot for buying insurance

**Popular Bot Names:**
- Oscar
- Metromile
- Lemonade
- Mia
- miBroker
- microUmbrella
- Naked Insurance
- Next Insurance
- Oratio GmbH
- Oscar
- PolicyPal
- ProNav Technologies
- Pyipesystem
- RISK Verzekeringen
- Rover
- Seasonlife
- SmallTalk
- Sozen
- Spixii
- Sun Life Financial
- Sure
- Switch by Axa
- Trayt
- Troy
- Turtlemint

**Covered:**
- [Generic]
- [Alacriti]
- [DigitalGenius]
- [jupiter]
- [next]
- [Naked]
- [oracle]
- [sozen]
- [spixii]
- [Sun Life Financial]

**Sales**
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**Support**
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**Claims**
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**Generic**
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**Breakdown by Type:**
- 20% Enablers
- 20% Insurers
- 10% Intermediaries

**Breakdown by LOB:**
- Life
- Health
- P&C

**Breakdown by Value Chain:**
- Sales
- Support
- Claims
- Generic