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(57) Abstract :
 [021] Big data solutions are widely used in the insurance sector. By aggregating important information, Big data solutions help streamline the administration of reported insurance claims. This saves the insurance company financial and human resources. These benefits can also be attributed to the acceleration of the settlement time of individual insurance cases, which contributes to higher client satisfaction. Related to this is another advantage that Big data solutions provide. Thanks to better, faster and more accurate analyzes, it is possible to better assess the riskiness of individual clients and offer clients a more accurate insurance price. The solution can also improve the contract renewal process. The client can be tracked through his movement on the Internet through Internet search engines such as Google and according to the aggregators of insurance products. When the client starts looking for insurance products and compares the offers of individual insurance companies, it is advisable to contact the client as soon as possible with an interesting offer before choosing a competitor's product.

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