Global Insurance Awards 2024

JUDGES Q&A

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Swiss Re

Q **What does excellence in multinational insurance mean to you?**

A It means providing great service to our customers, collaborating well across all parties involved. With some long standing and inherent challenges of complexity in our market, we need creativity to solve them in a sustainable way.

Q **What key trends or innovations do you expect to see reflected in this year's submissions?**

A Of course, AI is on everyone's lips and in everyone's thoughts. Within this, I am interested to cut through the hype, and understand truly what benefit it is bringing.

Q **What will you be looking for as you judge entries? In your experience, what distinguishes a winning insurance submission from the rest?**

A What I will be looking for is the clear explanation of the achievement, and exceptional performance. This should be focused on what we deliver to our customers, and what really made the difference. A winning submission will relate to the challenges that we face as a market and show how the entrants are directly addressing them through your own actions and activities.

Q **What advice would you give to someone entering the awards?**

A Be clear about your achievements, and make sure it is understandable to everyone, particularly the judges! Few people will know your organization or your reality in detail, so help them build that awareness, so we can see how well you have done.

Q **What would you say to those who are on the fence about entering this year?**

A Not only do the awards give you the great opportunity for recognition amongst your market peers, but they also bring the chance to reflect on what is happening within your own organization and who is making progress and delivering true achievements. This is beneficial in itself.

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