

CGI - THE BRAND

CGI is a global IT company that works with a number of sectors including energy, oil & gas, production, retail, transportation, healthcare and financial services.

The company offers IT solutions for companies in these sectors, to help them flourish. An important topic for CGI and its insurance customers is the use of big data. Big data helps insurance companies to make better risk assessment, offer specialised products and promote 'healthy' or 'safe' behaviour.

CGI - THE SITUATION

CGI and its insurance costumers want to use big data on consumers' behaviour to make better risk assessment, offer specialised products and promote 'healthy' or 'safe' behaviour.

Insurance companies fear consumers are reluctant to give away their data.

Question: How can CGI and its insurance costumers get their consumers to share their data and give them something in return?

CGI - THE ASSIGNMENT

CGI and its insurance costumers love big data!

Question: How can CGI and its insurance costumers get their consumers to share their data?

Think about: consumers' attitude towards sharing data, the ROI for consumers, differences between target groups, gamification as a solution