

PRESS RELEASE

SUKOON INSURANCE USES AI TO SPEED UP LIFE INSURANCE APPLICATIONS

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Dubai, UAE

Sukoon Insurance has launched a new AI-powered face scanning feature to make applying for life insurance faster and simpler. This innovative technology, integrated into Sukoon's existing videoconferencing system, analyzes a short video of the applicant's face to meticulously measure key health metrics like heart rate, blood pressure, and respiration rate.

This streamlined approach eliminates the need for traditional medical exams, making the application process more convenient and efficient.

Sukoon partnered with One Call, a leading provider of technology solutions for the life and health insurance sector, to develop this cutting-edge technology.

"The new AI integration within the videoconferencing tool is a testament to Sukoon's digital approach, for greater flexibility and convenience of our customers," said Emmanuel Deschamps, Executive Vice President Head of Individual Life and Workplace Saving at Sukoon. "It solidifies Sukoon's dedication to enhancing the user experience of our clients."

This AI upgrade is part of Sukoon's broader digital strategy, which includes a user-friendly mobile app and digital claims services.

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About Sukoon

Established in 1975, Sukoon Insurance PJSC (“Sukoon”) – a public stock company – is among the leading insurance providers in the UAE. Sukoon provides a range of comprehensive insurance solutions for motor, life, health, and general (property, energy, engineering, aviation, marine, and liability) needs to its 1.36 million insured members. Sukoon’s operations span across Oman and all Emirates in the UAE.

Sukoon is committed to providing outstanding insurance solutions which help create and protect wealth and wellbeing. The Dubai-based company stays true to its vision by serving businesses and individuals with a team of over 700 professionals through an intensive distribution network of branches, brokers, bancassurance partners, agencies, e-commerce platforms, and a dedicated call centre.

In 2024, Sukoon registered gross written premiums (GWP) of AED 5.84 billion. With a solvency ratio exceeding 270 percent and exemplary ratings from Standard and Poor’s (A rated) and Moody’s (A2 rated), it clearly demonstrates its financial soundness, robustness in risk management processes, effective governance, and ability to serve its clients effectively in the long run.

At its core, the Company is customer-centric, with a keen devotion towards providing exceptional services. Its priority has always been to build long-term relationships with its clients with their delight as its non-negotiable objective.

Put simply, Sukoon wants to continue reinforcing its position as a reference for other insurers in the region for exemplary customer service.

To learn more about Sukoon and how it continues to deliver on its promises and exceed expectations, please visit www.sukoon.com.

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