
Artificial Intelligence at Segic

Integrating AI with a structured approach in insurance and group benefits programs

**Insurance and group benefits programs
are evolving rapidly.**

At Segic, we integrate artificial intelligence in a structured way to simplify operations, improve the experience and strengthen the value delivered to organizations and their plan members.



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Author: Danny Boulanger,
President and Chief Executive Officer



group and individual benefits
PLATFORM AI

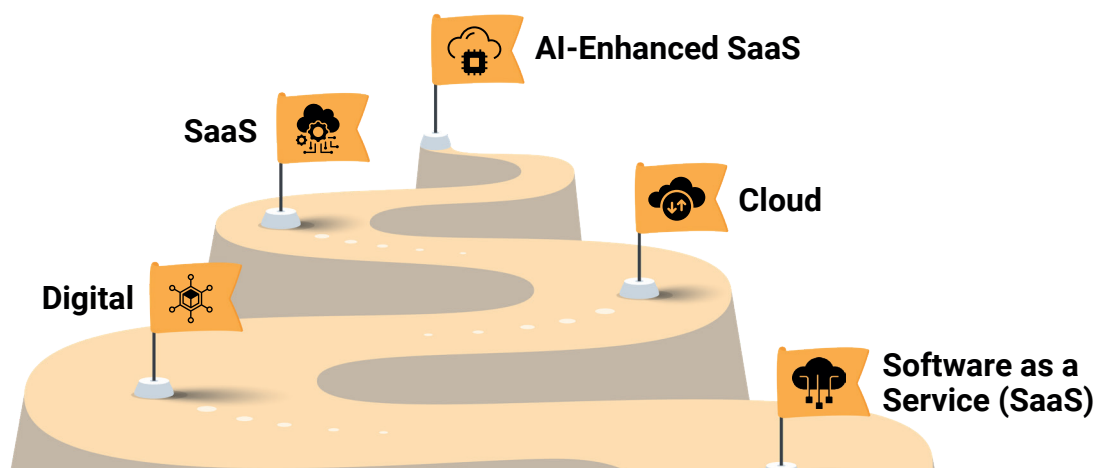
Why AI is becoming essential in insurance and group benefits programs

The insurance and group benefits program landscape is characterized by increasing complexity: **diversity of programs, variations in rules, administrative changes, repetitive communications and growing expectations for clarity from plan members.** This complexity cannot be resolved simply by adding more features. It requires better orchestration of information, reduced friction and a stronger ability to guide users throughout their journeys.

Artificial intelligence is changing what is fundamentally possible. It enables a shift from a “system” logic (where the user must adapt to the tool) to an “experience” logic (where the tool adapts to the user). It introduces the ability to understand intent, guide actions, structure information in real time and support people at the moment they truly need it.

In such a regulated and sensitive environment, the objective is not to “add AI everywhere.” The objective is to integrate AI where it concretely reduces friction, improves the experience and enhances service quality – without compromising security, stability and governance.

Segic follows this approach: pragmatic, progressive and value-driven.



AI at Segic:

An organizational transformation before a product transformation

Before integrating AI into the platform, we integrated it into our organization.

This point is essential: a company cannot deliver a modern platform if its ways of working remain unchanged.

At Segic, AI has become a lever for execution and consistency in our day-to-day operations.

Our teams use ChatGPT Teams and Microsoft Copilot to accelerate production, structure information, improve the quality of deliverables and strengthen cross-team alignment. The impact is real: time saved on repetitive tasks is reinvested into reflection, clarity and continuous improvement.



Development

AI supports structuring and documentation while accelerating certain validations.



Marketing and Communications

It reinforces message consistency and the ability to produce clearer content.



Support and Operations

It helps better organize information and make processes more fluid.

AI does not replace expertise.

It enhances our teams' ability to deliver better, faster and with greater rigor.

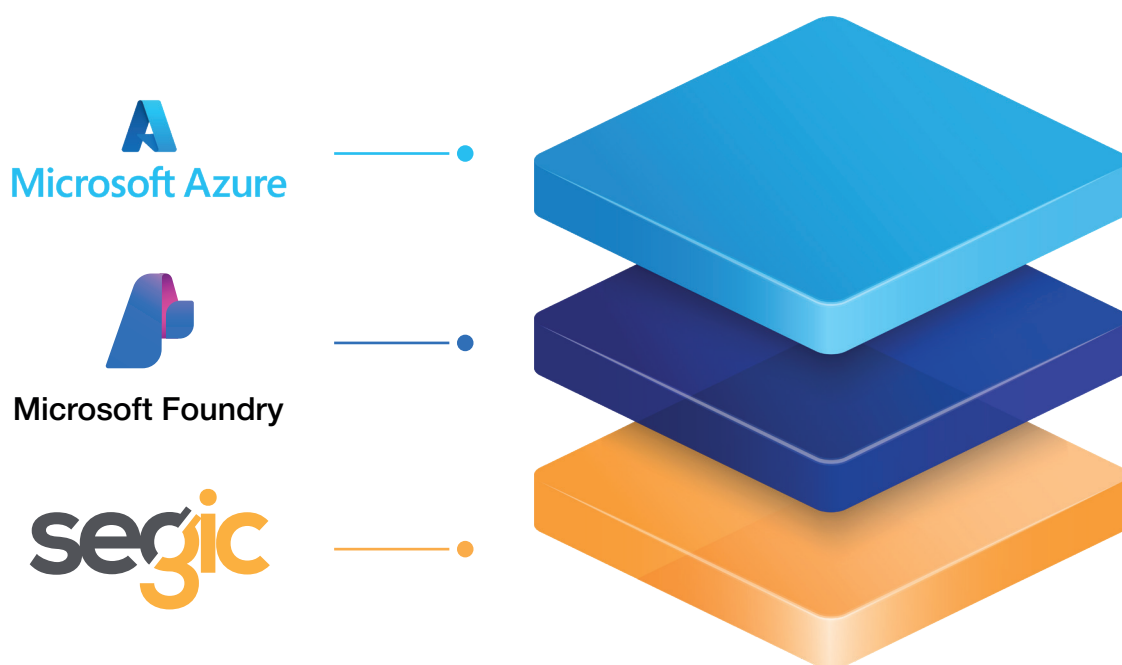


A technology architecture that enables controlled innovation

Integrating artificial intelligence only makes sense when it is built on a strong technological foundation. Segic is deployed on Microsoft Azure, ensuring a secure, scalable environment aligned with enterprise standards. In the context of insurance and group benefits programs, security and governance are not options: they are foundations.

Between the cloud infrastructure and the application platform, we use **Microsoft Foundry as a layer for AI development and orchestration**. This layer allows us to structure the integration of intelligent capabilities, control environments, test, iterate and deploy progressively.

This approach avoids two common pitfalls: integrating AI too quickly (without control), or integrating it too late (delaying value). Segic positions itself in balance: controlled innovation, preserved stability.



Short-term tangible impacts for our clients

AI first delivers an immediate benefit: reducing friction. In operations related to insurance and group benefits programs, a significant portion of time is spent on repetitive actions, information searches, clarifications and exchanges simply to understand where things stand.

The progressive integration of intelligent capabilities helps simplify certain journeys:



Better guiding users



Better structuring information



Accelerating access to answers



Reducing ambiguity

For organizations, this results in improved fluidity:



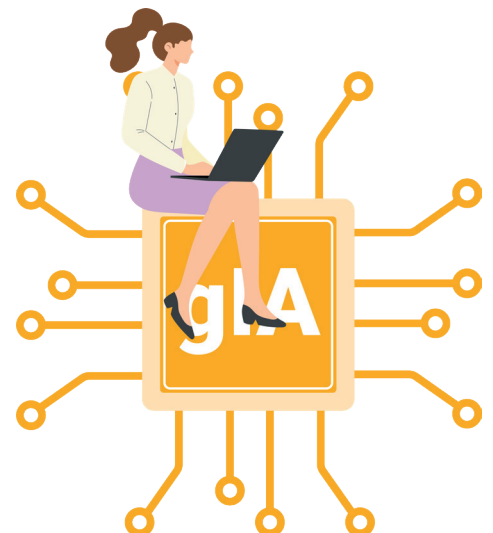
less administrative effort



More time dedicated to value-added actions

This is how Segic integrates AI:

Not as a technological demonstration, but as a tangible improvement in service quality.



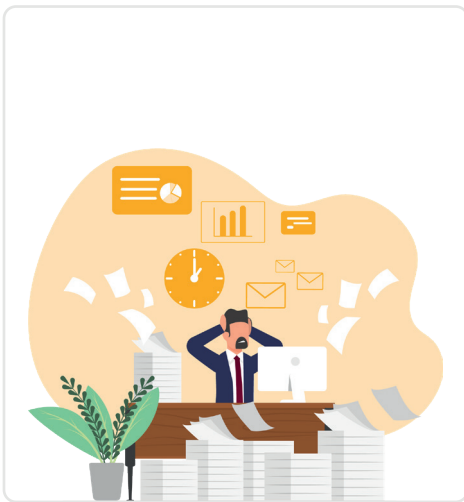
Concrete scenario

Insurance and group benefits program administrator

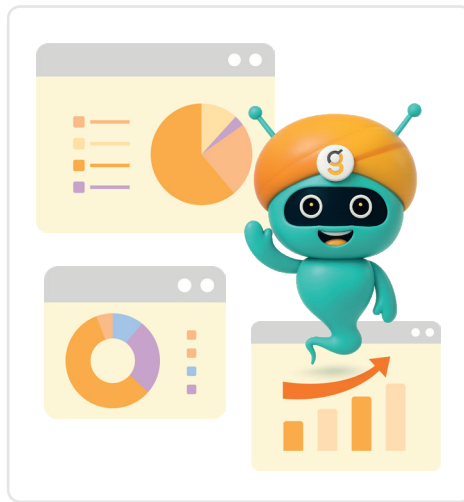
In the context of an insurance and group benefits program, a plan administrator must analyze an evolving situation across multiple groups. Traditionally, this work involves gathering scattered information, comparing reports, then interpreting variations. This process is slow and dependent on the availability of the right data at the right time.

With an AI-augmented approach, the platform can help structure information more quickly: highlight significant variations, clarify context, assist in reframing an analysis, or support the preparation of communications.

The key benefit is not only speed. It is the ability to move from a reactive posture to a proactive one: understand earlier, explain better and act with greater clarity.



Before



During



After

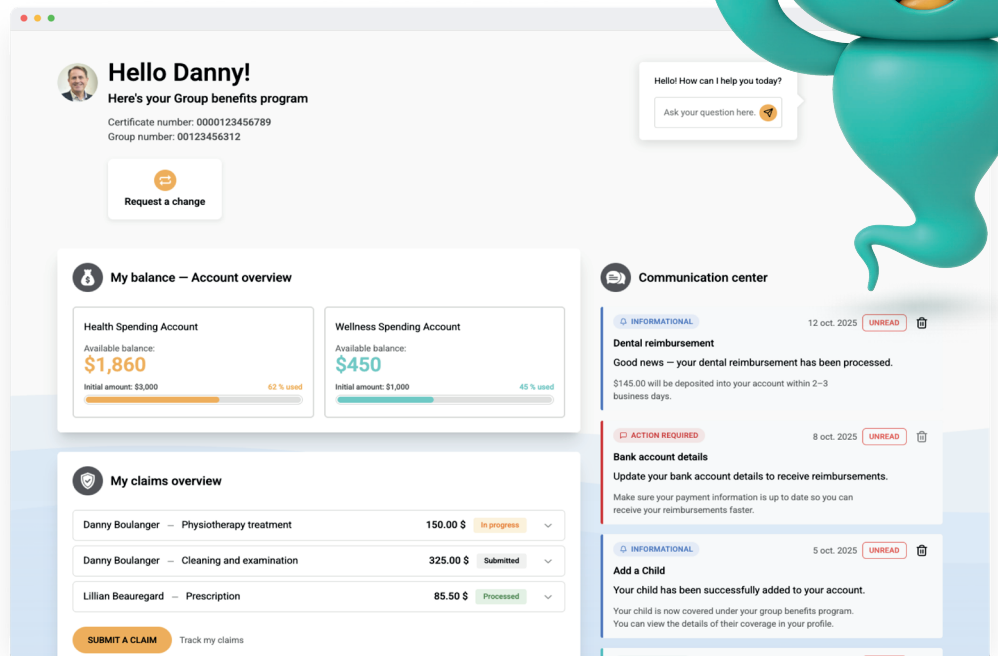
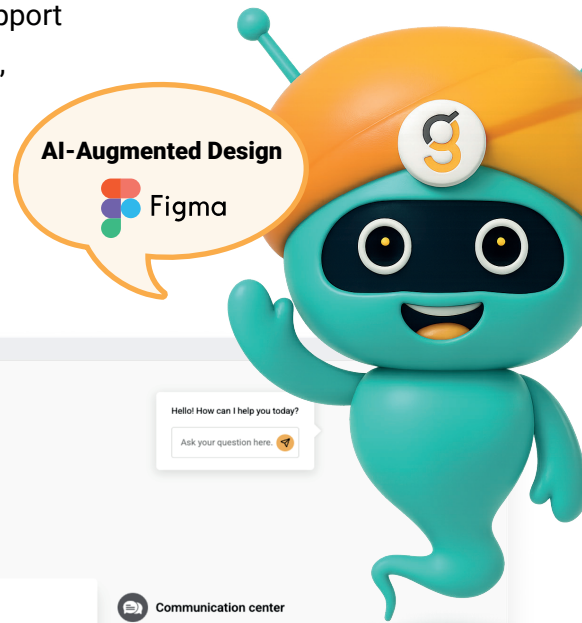
AI Portal 3.0

A reimagined plan member experience

The AI Portal 3.0 concretely reflects how Segic transforms the user experience through artificial intelligence. Where traditional portals require plan members to search, read, interpret and navigate through complex structures, our approach aims to make the experience more intuitive, guided and accessible.

The AI Portal 3.0 was designed with a modern logic: the user should not have to understand the system – the system must understand the user. This orientation enables a more conversational, assisted experience focused on real needs.

A key aspect of this initiative: the AI Portal 3.0 was developed with the support of AI tools in Figma, to accelerate design, iterate more quickly on usability, improve clarity of journeys and test interface variations more efficiently. This AI-augmented approach strengthened both speed and quality of experience.



gIA: Our AI guide serving plan members

At the heart of the AI Portal 3.0 is gIA, Segic's AI guide. gIA – for “guided intelligence” – represents an experience powered by artificial intelligence, designed to support plan members in a simple, clear and proactive way. It acts as a natural entry point to services: it helps plan members obtain answers, better understand available information and navigate more efficiently, using clear and accessible language.

The ambition is clear: reduce friction, shorten information search time and improve the plan member experience – particularly in a field where clarity and trust are essential.

gIA is not simply a “chat” added to the portal. It is designed as an evolving capability that can be deployed more broadly across the Segic platform: contextual assistance, intelligent guidance, enhanced support, and potentially other use cases as the platform evolves.

This logic is important: gIA is a first pillar of a broader approach where AI becomes a driver of experience, serving users – not the other way around.

Hello! I'm gIA, your virtual assistant. I can help you track your claims, check your account, and find a service.

Where can I find my coverage information?

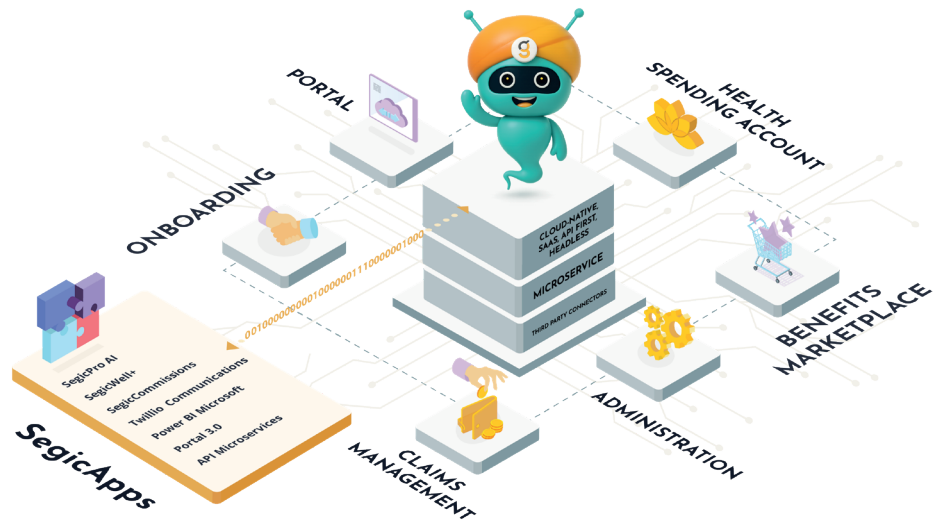
You can find your coverage information in the “My collective program” section.



Conclusion: AI as a lever for continuous improvement

Artificial intelligence represents a major evolution for insurance and group benefits programs, but its integration must be structured. At Segic, we have chosen a responsible and progressive approach: enhancing our ways of working, building a robust architecture and enriching the platform with value-driven AI.

Segic AI Platform



With the AI Portal 3.0 and gIA, Segic demonstrates a clear direction: improving the plan member experience, simplifying access to information and strengthening service quality. AI is not an abstract promise. It is an operational lever for continuous improvement, deployed with discipline.

Segic evolves with its time: stability, security and integrated intelligence.

Ready to evolve your insurance and group benefits programs?

Schedule a meeting



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