



Groupama

PRESS RELEASE

Groupama and Google Cloud enter partnership to create more efficient services and products with artificial intelligence

Bucharest, November 20, 2025 – Groupama and Google Cloud, have signed a partnership through which Google Cloud’s artificial intelligence solutions will be integrated into Groupama’s operations.

The integration is done through Gemini Enterprise and Google Cloud services, specially designed to support companies in their search of increased productivity with AI.

Gemini Enterprise combines AI agents leveraging Google’s LLM Gemini, with, its search technology. The Gemini Enterprise platform integrates Groupama’s processes and operations, both at an individual level, in the daily activities of teams, and in a diversity of projects and use cases which started earlier this year, and are already contributing to a simpler and faster experience for the company’s clients and partners.

Currently, Groupama is integrating artificial intelligence into a number of internally developed processes and use cases with the help of Google Cloud consultants, creating a positive impact both for the team and the clients or partners. Among these there is a tool which enables quicker generation of CASCO offers, with 97% of the offers currently being issued through a dedicated platform, reducing the time from request to offer by up to 70%. Another major focus has been improving the customer experience by providing faster responses to requests, while maintaining the quality standard that Groupama’s clients are accustomed to. The goal of the project was to reduce the document processing time with AI enhancing the work of the teams, ensuring that information accuracy remains at the highest level. In the first month of implementation, a 40% reduction in response time for clients and a 50% reduction in the time allocated for document verification was observed compared to the period before the project.

Additionally, Groupama Romania is developing projects for rapid processing of documents in health insurance claims, fast refunding of RCA premiums, tools or virtual assistance available to the Groupama team for the swift issuance of fire and natural disaster insurance, and more.

Also aiming to reduce wait times and simplify client interaction with Groupama Romania’s products and services, the company uses interactive voice response systems capable of understanding intent, anticipating needs, and routing clients to the appropriate operator. Each month, over 1,000 clients interacting with the AloGroupama service resolve their requests directly through interactions with artificial intelligence, helping maintain a customer satisfaction rate of over 95%, measured after each interaction.

“Integrating artificial intelligence into our daily operations is a priority for us, and the greatest threat I see is not learning in time how to use it to benefit our clients, partners, and team. We’re talking about innovation for the client’s benefit, solutions that simplify and further shorten interactions with us. We already have the first projects implemented, delivering tangible results, and that makes me optimistic about the future. We will always focus on innovating with purpose and for the benefit of our clients, partners, and team”, said **Călin Matei, CEO of Groupama.**



Groupama

“We are in the midst of a massive industry shift: the move to agentic AI will fundamentally redefine what’s possible for insurance, driving a new era of personalized service and operational efficiency. Groupama is seizing this opportunity as a true market leader, moving quickly from experimentation to real-world, client-facing deployments. The speed and impact of their projects—such as the transformation of their CASCO offer process and dramatic reductions in response times—demonstrate unparalleled vision. This clearly establishes Groupama as an industry pacesetter, showing exactly how future-focused organizations can harness this next wave of AI to deliver superior value to their customers”, said **Boris Georgiev, Director of Google Cloud for Central and Eastern Europe.**

About Groupama:

Groupama, the leader in the Romanian insurance market, is recognized for the quality of its services and the flexible insurance solutions it offers to nearly 2 million individual clients and 150,000 companies. Part of an international group of insurance and financial services with over 100 years of history, Groupama focuses its strategy on sustainable growth, aiming to win the preference of its clients. The company’s mission is to help its clients live their lives with optimism, every day and during defining moments, knowing that more important than the obstacle ahead is who they have by their side. Partnership is a central element of Groupama’s vision and is built on responsibility and solidarity, underpinned by the expertise of an international group and the experience and dedication of a local insurer. For more information, visit www.groupama.ro

Contact Groupama: Oana Bica / 0752 067 295 / oana.bica@groupama.ro