

The Automation Ecosystem for Insurers

For insurers, [strategic automation](#) sits at the heart of faster processes, stronger customer service and smarter business decisions. By connecting and simplifying key practices across the insurance ecosystem, automation drives efficiency and innovation in every direction. Here's how it transforms the core processes that matter most:

Rating and underwriting

Intelligent automation empowers insurers to extract data for submissions more efficiently. What's more, it centralises data, allowing for better analytics and improved visibility. By reducing manual data entry and streamlining risk assessments, intelligent automation empowers underwriters to focus on higher-value decision-making.

Conducting midterm adjustments

When circumstances change for customers, they need quick adjustments to their policies to account for those shifts. Intelligent automation connects digital interfaces with legacy solutions to implement those changes faster, boosting customer satisfaction rates.

Processing claims

Intelligent automation enhances claims processing by making it more customer-friendly, particularly for the first notification of loss process. This approach focuses on key data points from a claim, allowing insurers to build an action plan without forcing customers to repeat information multiple times.

Confirming renewals

Intelligent automation streamlines renewals by recalculating premiums using internal and external data, ensuring more accurate pricing. Instead of applying a flat rate increase, it assesses risk factors, customer history and market trends to personalise adjustments.

Automated systems proactively generate renewal offers, flagging exceptions for manual review when needed. This reduces effort, speeds up approvals and delivers fair, competitive pricing to customers.

Straight-through processing

Straight-through processing (STP) removes manual steps by automating policy, claims and adjustment workflows. Like mid-term adjustments, it integrates digital and legacy systems to speed up processing and improve accuracy.

By reducing errors and delays, STP cuts costs and enhances customer experience with faster, seamless transactions.

What other advantages does intelligent automation afford insurers?

[Download our e-book for a deeper dive into the topic](#)