

Accelerating Value in Insurance with AI:

From Experimentation
to Realized Enterprise Value



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The AI Revolution

AI has swept the world in a relatively short time. It's affecting almost every industry, and insurance is no exception. Last year saw 77% of insurance companies at some stage of AI adoption, up from 61% the year prior.

AI offers various business benefits, but a well-defined strategy is crucial. Different categories of AI solutions exist, and aligning them with business objectives unlocks new opportunities.

This playbook looks at the different types of AI available to insurance companies and how they fit together to create a powerful portfolio of automation tools. It begins with a closer look at the most recent stage: agentic AI.

Read this document not only for a map of the insurance AI landscape, but as a navigation guide. While some firms are sprinting, taking a measured approach is also a winning strategy; it's about planning, adapting, and preparing your company for a technology that could transform your insurance business after you've mastered the basics.

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Harnessing the Power of Agentic AI

Insurance companies can draw upon a broad portfolio of AI models to create the right solutions for their needs. One of the most powerful, agentic AI, is also the most recent. It is especially suitable for complex insurance use cases.

Whereas earlier models required a prompt for every small task, agentic AI applies a more advanced approach to take on more complex, multistep problems. It breaks those problems down into simpler steps, tackling each one in turn using output provided by the last.

The result is an AI that can handle bigger tasks autonomously without being told in detail how to do it, freeing users from the burden of repetitive prompting. It learns from its tasks and feedback, improving over time.

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“Agentic AI can take action on an employee’s behalf,” said Evan Groot, Global Go-To-Market Director for Insurance at Salesforce. “That allows a human and an AI agent to work together in a way that was never possible.”

Now, companies are combining these agentic models, giving each of them specialist roles. That enables multiple models to work in unison to complete a given task, each applying its own skill. It leads to faster, more accurate task execution by models that are custom-trained for specific purposes.



How Agentic AI Fosters Positive Insurance Outcomes

Agentic AI offers a step change in functionality for use cases across many sectors, including insurance. For example, in the past an employee might have analyzed application documents arriving in a common email box, evaluating what data was missing, requesting it from the submitting agent, and then updating the document to be ready for the underwriter. Now, multiple AI agents could handle that work together. This unlocks some exciting business outcomes.

Augmenting human agents' services and capabilities

As insurance companies increase their AI maturity with agentic implementations, they'll enjoy more business benefits from this powerful technology. They can expect an increase in internal efficiency as they enhance their agents' capabilities.



Organizations automating tasks using AI agents increase each worker's productivity in several ways:

Improved efficiency: Agentic AI enables employees to do more with the time available by handling those tasks on an autonomous basis. That means less prompting and supervision by employees, who can simply work with the results of those tasks when they're ready. It's like having a virtual assistant on call.

Enhanced accuracy: Autonomous AI agents don't get tired or distracted. That means they deliver accurate results to employees, especially when tightly integrated with enterprise data sources.

Greater impact: By taking over mundane tasks and handling them invisibly, agentic AI systems allow employees to focus on the most valuable jobs for their organization, such as building relationships with clients.

Creating better customer experiences

Enhancing employee capabilities leads to better customer experiences. Low-value tasks hinder a worker's ability to focus on the client. Agentic AI goes beyond simply freeing up time; it gathers the appropriate information to engage effectively with customers.

Groot calls this “empathetic AI.” “It’s about reducing the cost of service while maintaining or even improving the customer experience,” he explained.

In claims processing, employees will come across customers who have been through intense experiences, ranging from car accidents to a loved one's serious illness. Here, more than anywhere, that customer must be treated with empathy and compassion.

Having a summary of the incident and the customer's history enables employees to have a better conversation with them. It means moving beyond strictly scripted interactions to more dynamic, personalized, and humanizing experiences driven by a mixture of customer data, context around the claim or other interaction, and possible outcomes for the customer.

The result is an interaction in which the customer feels more acknowledged and supported. Automating routine tasks while preserving (and perhaps enhancing) the human touch is a sign of true maturity in agentic AI.

Agentic AI can respond instantly to increasingly complex customer queries on a 24/7 basis. When it is necessary to hand off to a human employee, that transition can be seamless. Agentic AI can summarize the conversation history and surface the most pertinent points and next actions instantly, for maximum continuity.

Using AI in this way accelerates resolution times and reduces friction for customers. They need never repeat themselves when switching between AI sessions on different channels such as messaging apps, email, or phone calls, or transitioning from AI to human agents.

Agentic AI can also anticipate and provide for customer needs. One software agent might continuously monitor renewal patterns and customer behavior to identify policyholders approaching their renewal date. Another could automatically start personalized outreach campaigns with these customers, preparing renewal documents before they even realize they need them. That can translate into increased customer retention.



Growing books of business

Agentic AI isn't just about customer retention; it also offers ample opportunity for revenue growth.

"One agentic AI outcome insurers are trying to drive is revenue growth while remaining operationally efficient," said Groot. "This drives down the overall cost of the business by creating new opportunities to grow."

Insurance companies can achieve this in several ways:

1. Spotting upselling and cross-selling opportunities.

AI agents can continually evaluate customer policies to find new opportunities, such as coverage gaps stemming from likely new life events. They can factor in signals such as changes in customer behavior, credit reports, property records, and even social media to identify events that create insurance needs. AI can decide on the best time to contact those customers based on past interactions.

2. Generating and nurturing leads automatically.

Digital sales development representative (SDR) agents can manage inbound inquiries, walking customers through much of the workflow such as Q&A, meeting scheduling, and multichannel follow-up, leaving human employees to handle face-to-face conversations.

AI agents can also create and manage outreach campaigns via personalized email sequences, SMS campaigns, and social media outreach based on prospect behavior and engagement levels. As those leads evolve, other specialized agents can continuously evaluate lead quality and readiness. They can flag high-value prospects for immediate human attention.



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3. Improving sales effectiveness through better preparation and insights.

AI agents specializing in research can scan recent news, competitive landscape reports, and regulatory changes to provide employees with conversation-ready insights that prepare them for customer conversations.

Specialized agents can also provide human workers with real-time AI coaching during calls to suggest relevant talking points and offer responses to customer objections. When those calls are complete, AI agents can produce proposals, policy comparisons, and coverage recommendations tailored to the client's needs. This highlights the collaborative nature of agentic AI.

4. Expansion into new markets and customer segments.

These agentic interventions are operational, but AI can also have a strategic impact. It can analyze market penetration and spot underserved geographic areas, industry segments, or demographic groups. Software agents can evaluate risk for these prospective new markets, helping to find the most profitable candidates.



Enhancing underwriting outcomes

Insurance companies can use agentic AI to enhance the speed and accuracy of underwriting workflows. These software agents can help employees assess risk based on a wide variety of data points, and optimize pricing accordingly. This leads to lower loss ratios. It's also possible to identify patterns in claims to spot fraud.

Automated data collection and analysis through AI agents trained in speech recognition, natural language processing, and optical character recognition can speed up processing times during underwriting. Pre-submission agents can help to improve the quality of the data that other agents see by spotting errors and gaps, ensuring complete and accurate applications.





Implementing Automation with Predictive and Embedded AI

While agentic AI is the most recent development in this area, classical machine learning-based AI systems are still valuable assets in automating manual tasks. Some use rules for risk assessment and task automation, while predictive AI applications find patterns in historical data to forecast future outcomes.

Rules-based systems already handle tasks such as triage, automatically routing claims through different processes based on their characteristics. So a single car accident might go to straight-through processing, while routing more complex claims to an experienced claims adjuster, and outright suspicious claims to an investigative unit.

Prediction use cases could range from predicting claims probability or evaluating a customer's likelihood of buying a policy. "It helps people be more efficient with their time and predict what is the next best action or next best offer," Groot said.

Generative/Assistive AI

Beyond rules-based systems, insurers will begin exploring generative AI solutions that are able to do more than analyze existing data. They can summarize existing content and even create their own.

Grounding this evolution of AI in an insurance company's own data and policies enables insurance companies to help employees and customers alike, said Groot.

"Generative AI is about increasing productivity by between 10 and 30 percent by helping me to do my job faster," he said. "It's really about assisting the human."

Generative AI is excellent for numerous use cases, including answering questions for customer service representatives. It draws on insurance company data such as product and policy information, catalogs, or even customer information in the CRM. It can also generate policy language, releasing employees from burdensome manual work to focus on higher-value tasks.



While many insurance company use cases are internal, online chat services that draw on company information are just as useful for customers. These services are a world away from first-generation rules-based chatbots that rely on strict scripts and are limited in their interactions.

Generative AI bots can hold more fluid conversations and extend them with more services, delivering a better customer experience and offsetting more support costs for insurers.

The key to success in customer-facing generative AI applications is to fold effective risk management and governance into the projects from the design and development stage.



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Connecting Siloed Data

All of these AI types complement each other to create value across a single workflow, each bringing their own strengths. An insurance company might use an agentic framework to support a usage-based insurance (UBI) model where a driver has allowed a carrier to access their driving data. One machine learning agent might spot a pattern of hard braking, indicating possible distracted driving. Another AI agent might put them into a campaign for help with distracted driving, while a third generative agent could create the email or SMS content to execute that campaign.

All the models involved in such a use case have one thing in common: they excel when given accurate and comprehensive data to work with. Many insurance companies have complex data infrastructures based on different system applications. Freeing data from these silos and combining it into a single, reliable source of truth will help enhance your AI outcomes. This involves several steps.

Establish data governance and quality controls

Develop controls that codify data management policies. These include data classification and ownership, along with who is allowed to touch and change information assets. These controls should also cover data quality issues such as deduplication and normalization, along with bias checks and data retention rules.

Unify and harmonize disparate data

Consolidate structured and unstructured data into a single place. Collecting it into a service such as Data Cloud creates a unified data resource that can serve your AI applications. Tagging files with metadata allows direct access to agentic AI from the customer relationship management (CRM) system.



Build integration layers with legacy systems

Make the central data resource accessible to all legacy systems via APIs and integration layers. That's just as important in getting new data from legacy systems into a single place as it is in getting the data out to agentic processes.

This measure will also help to address different levels of data sophistication across your third-party partners. Salesforce uses MuleSoft to provide agentic access to third party carriers' policy administration systems.

Retrieval augmented generation (RAG) should also be part of your data strategy. Salesforce Retrieval Augmented Generation allows you to integrate data with other sources, including large knowledge bases or policy document repositories, folding that data into your agentic AI processes.

Start with what you have, and don't let imperfect data deter you from starting your AI initiative, said Groot.

"Start by mapping use cases that will be most impactful for the business and that don't have a heavy data reliance," he said.

One example might be getting data into the CRM. After an insurance agent meets a customer, an AI agent could harvest meeting information using the human agent's voice input and natural language processing, entering it automatically into the CRM. "There's low data dependency on those types of use cases," Groot added, yet the time savings can be substantial.



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Salesforce: Your Partner In Agentic AI Transformation

It's one thing to assess the possibilities of agentic AI in insurance, but it takes expertise and premium software tooling to put it into practice. Salesforce has a comprehensive AI platform designed for insurance organizations at any maturity level.

Salesforce's trusted AI architecture foundation offers built-in security, compliance, and governance frameworks to ensure that data and AI algorithms alike are fast and accurate. It offers industry-specific data models and workflows for insurance, and also features integration capabilities for legacy insurance systems.

Salesforce solutions cover multiple aspects and stages of the AI maturity journey:

Data readiness: Data Cloud offers a state-of-the-art data unification mechanism, while MuleSoft covers data integration with legacy and third-party systems.

Predictive AI: Einstein Analytics is a foundational AI layer for predictive analytics, showing up as a set of embedded AI capabilities distributed across the Salesforce Platform. It uses historical data to forecast outcomes and suggest next best actions across insurance workflows including marketing, sales, and customer service.

Agentic AI: Agentforce is an agentic AI platform that enables companies to build their own AI agents, complete with data feeds, specialized skills, and guardrails to ensure that organizations implement agents accurately and responsibly. Salesforce has tailored this product for the insurance market, with prebuilt insurance agents in areas such as customer service, SDR, underwriting, claims management, and policy renewal.

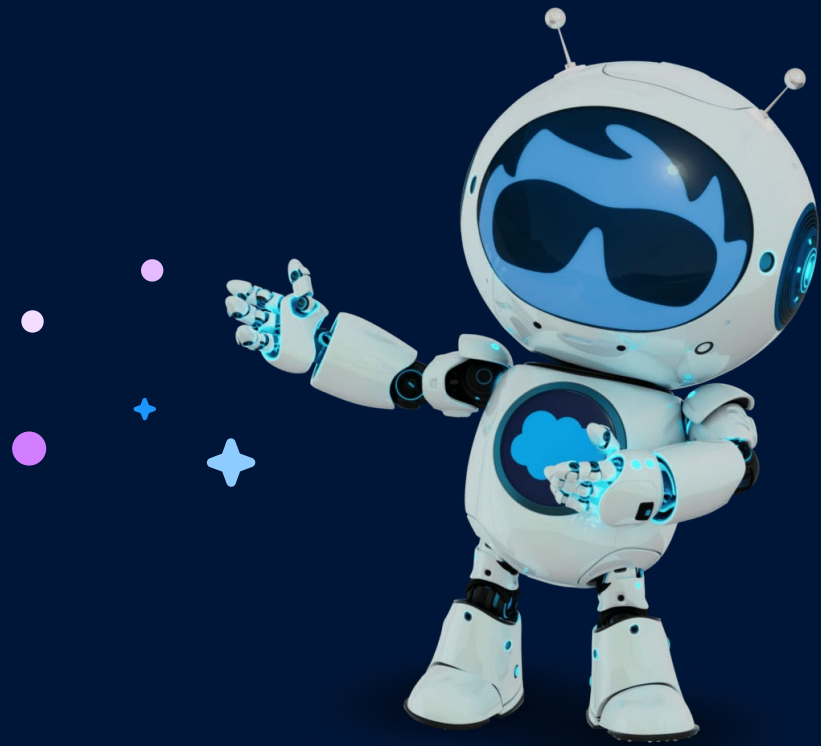


The end-to-end Salesforce AI solution, stretching from predictive and rules-based AI through to cutting-edge agentic models, offers insurance companies a clear path to unlocking the power of AI workflows. It provides an underlying single source of truth for customer data to power competitiveness in the sector.

Salesforce offers professional services and implementation support, along with dedicated insurance expertise and industry knowledge to ensure that organizations' AI journeys go smoothly. Its rich experience in engineering AI solutions for positive customer outcomes has produced proven methodologies for AI implementation and change management.

Remember, there's no perfect position from which to begin your AI journey. There is a perfect time, though, and that is now.

[Contact Salesforce today and take advantage of our assessment tools to determine your current AI maturity and next steps.](#)



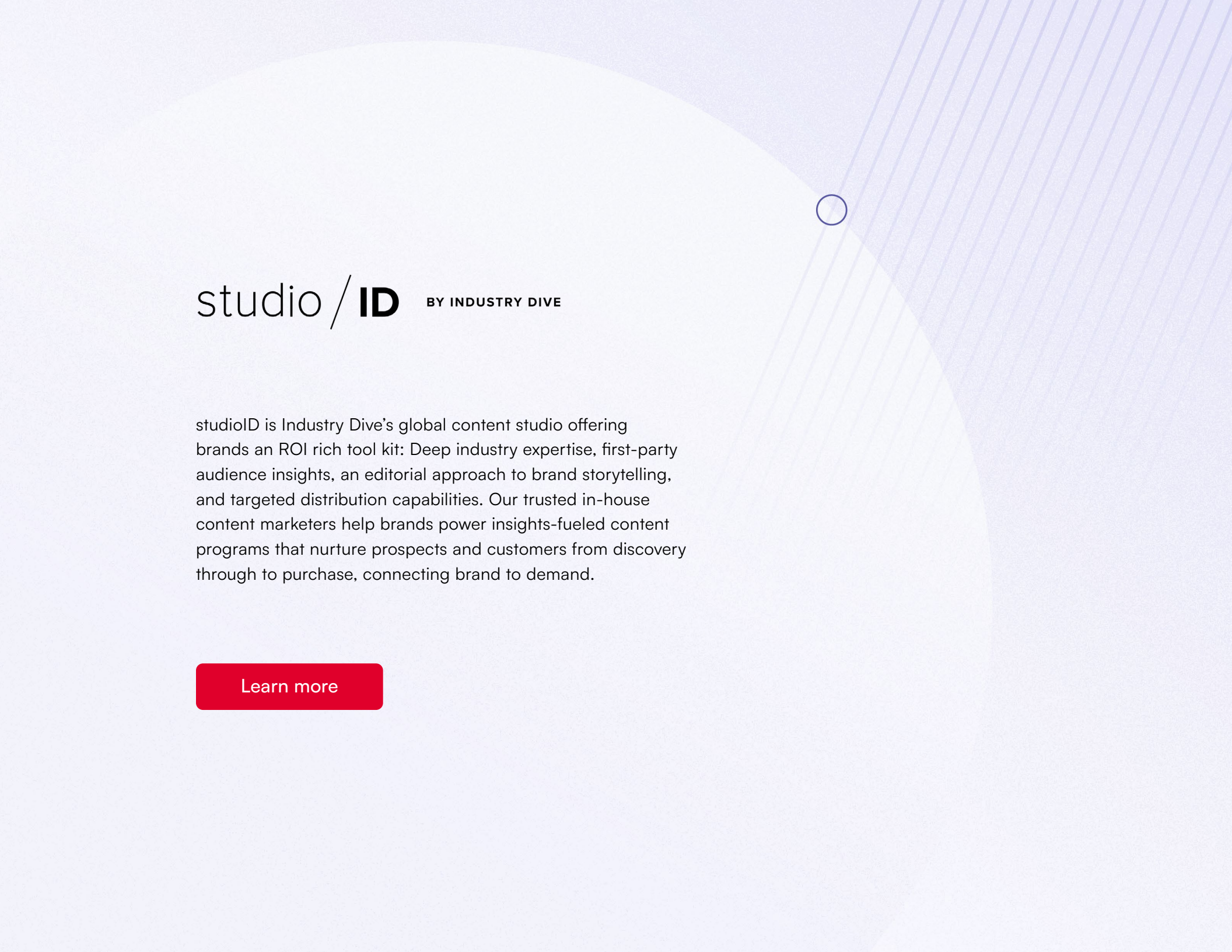


Salesforce for Financial Services

Salesforce is the #1 AI CRM, empowering insurance companies to lower costs, drive growth, and personalize customer experiences. Our integrated platform connects marketing, sales, service, and data across the organization, enabling insurers, agencies, and brokerages to manage core operations – from product development to claims – in one system.

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