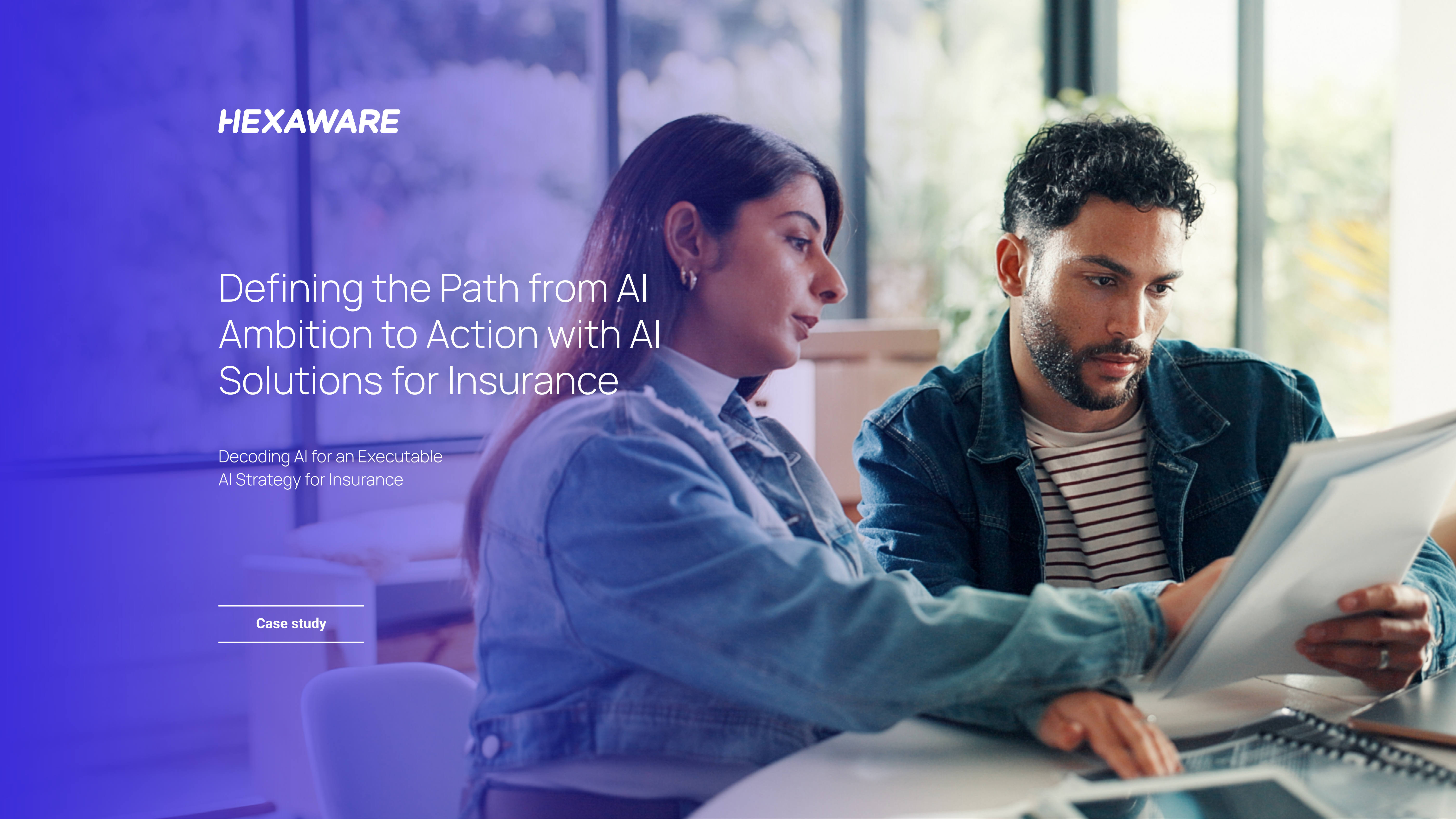

HEXAWARE

Defining the Path from AI Ambition to Action with AI Solutions for Insurance

Decoding AI for an Executable
AI Strategy for Insurance

Case study

Client

The client is a British multinational general insurance company that delivers insurance products and services through a broad network of local partners, serving millions of customers with a strong focus on risk management and operational resilience.

Challenge

Navigating a Complex AI Landscape

As one of the major forces in the insurance sector, the client was weighed down by untapped AI potential. It was operating in a landscape marked by intricate risk models, vast data volumes, and stringent regulatory demands. Recognizing AI's transformative potential, the client was eager to harness its power to drive operational excellence, enhance customer experience, and unlock new growth. However, the journey from ambition to execution required a clear, structured path—one that could turn vision into measurable results.

- No Clear AI Strategy to Guide the Business
  The client lacked a unified AI roadmap. Without a shared strategic direction, teams operated in silos, making isolated decisions and missing opportunities for synergy. This absence of alignment led to inefficiency and, more critically, lost business opportunities.

- High-Value Use Cases Hidden in Plain Sight
  Across the client's operations, numerous areas were ripe for AI-driven value creation. Yet, without a systematic approach to identifying and prioritizing these opportunities, high-impact use cases remained undiscovered and unexploited.

- Governance and Compliance Gaps Creating Exposure
  In insurance, robust governance is non-negotiable. The client's evolving AI ambitions outpaced its compliance frameworks, exposing the organization to regulatory and reputational risks. The lack of structured oversight threatened to undermine the very benefits AI could deliver.

- Scaling AI: A Goal Without a Foundation
  Fragmented AI initiatives and inconsistent data quality hindered the client's ability to scale. Without a cohesive implementation framework, risk management was reactive, and AI remained confined to isolated experiments rather than enterprise-wide transformation.

Solution

Hexaware Charts a Smarter AI Course: Starting with a Clear-Eyed AI Maturity Assessment

Hexaware began with a comprehensive AI maturity assessment, rigorously evaluating the client's current capabilities, technology landscape, and organizational readiness. This diagnostic approach surfaced real gaps and opportunities, providing a data-driven foundation for strategic planning. We assessed 51 use cases, which were segmented as follows:

- 24 high priority
- 25 medium priority
- 4 quick wins for immediate action

A Dual Path Strategy: The Wave and The Undercurrent

Hexaware introduced a two-track implementation strategy:

- The Wave: Focused on quick wins—high-impact, fast-moving initiatives to demonstrate immediate value and build momentum.
- The Undercurrent: Targeted deeper, long-term AI initiatives designed to create sustainable competitive advantage.

Implemented Smarter Claims Interactions with AI-Powered Summaries

Hexaware developed an AI-driven solution to automatically generate end-of-call summaries for claims interactions, paired with real-time sentiment analysis. This eliminated manual documentation, improved accuracy, and provided actionable insights into customer experience.

Unlocking Growth Through AI-Driven Broker Analytics

An AI-powered broker analytics solution was deployed to surface cross-selling opportunities, enabling the client's teams to identify and act on growth prospects with precision and consistency.

Faster, Smarter Broker Submissions via Intelligent Triage

Hexaware implemented an AI-powered email and document triage system with graduated autonomy for broker submissions. Routine cases were automated, while complex submissions were escalated for human review—streamlining processes and reducing manual workload.

Reliable Data at Scale with Instabase

Hexaware used Instabase, an AI automation platform, to automate the validation and enrichment of ingested data. This ensured that all AI systems operated on clean, reliable data, removing a major barrier to scaling AI across the enterprise.

Benefits

Measurable Gains, Lasting Value

- £27M Annual Run Rate Improvement Unlocked
  The engagement delivered a projected annual run rate improvement of £27 million, driven by streamlined operations, smarter automation, and targeted AI deployment across high-priority use cases.

- 4 Quick Wins Delivering Immediate Business Impact
  The client now benefits from four clearly defined, near-term AI use cases ready for rapid deployment—delivering early momentum and tangible returns.

- A Prioritized Roadmap Across 51 AI Use Cases
  With 24 high-priority and 25 medium-priority use cases mapped and ranked, the client has a clear, actionable roadmap for AI investment, ensuring resources are focused where they matter most.

- Governance and Risk Readiness Built into the Foundation
  A robust AI governance framework now underpins the client's AI initiatives, proactively managing risk, supporting compliance, and enabling responsible scaling.

- A Scalable AI Strategy Built for the Long Game
  Beyond immediate wins, the client's dual-path strategy ensures AI capabilities scale sustainably and align with long-term business objectives.

Summary

AI Transformation Is Already Underway

The client is now firmly on its AI journey, guided by a robust strategy and proven frameworks. Quick wins are being activated, delivering early value and building organizational confidence. Simultaneously, deeper, long-term initiatives are reshaping core operations and positioning the client for sustained competitive advantage. Across claims, broker relationships, and data operations, AI is no longer just an ambition—it is an active, value-driving force. Automated summaries are enhancing claims interactions, broker analytics are unlocking new revenue streams, intelligent triage is accelerating submissions, and the Instabase-powered data pipeline ensures every AI system is built on a foundation of trustworthy data.

With Hexaware, the client is not just experimenting with AI—it is executing on it, systematically, strategically, and at scale.

HEXAWARE

Start Your AI Transformation Journey

To learn how Hexaware can help you move from AI ambition to execution—fast, responsibly, and at scale, reach out to us at marketing@hexaware.com.

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at https://www.hexaware.com.

Get in touch