FEATURED SECTION:

Direction Advisory : Exploring Transformative Power of Agentic AI in Insurance Workflows

Agentic AI represents a significant leap forward in the application of AI (Artificial Intelligence) within the insurance sector, moving beyond the capabilities of traditional automation and generative AI technologies. While traditional RPA (Robotic Process Automation) and current AI led automations excel at executing predefined, repetitive tasks and generative AI focuses on creating novel content, Agentic AI introduces a new paradigm of autonomous systems. They are capable of independent decision-making, learning and adaptation. This advisory outlines the transformative potential of agentic AI across key insurance workflows, including risk assessment, claims processing, fraud detection, customer engagement and compliance.

This Direction Advisory looks at Agentic AI's potential in key insurance workflows. It also brings out Agentic AI's differentiation and its value proposition in comparison to traditional AI and automation technologies.

Written by Parul Mehta and Chinmayee Devi

Save the Date for our Upcoming Webinar on 27 August 2025

The State of the Indian Underwriting Workbench Market: A Deep Dive for Leaders

Join us on 27th August for our upcoming webinar, "The State of the Indian Underwriting Workbench Market: A Deep Dive for Leaders," designed exclusively for underwriters and insurance technology executives. We will cut through the noise to deliver actionable insights on how these powerful platforms are reshaping risk assessment, operational efficiency and customer experience.

In this Insurance Directions webinar, you will learn about:

➢ The Modern Underwriting Workbench Defined: What it is and why it is becoming a business-critical asset for operational efficiency and a unified experience for underwriters.
➢ Key Market Trends: An inside look at the global and India-specific trends driving adoption, from AI-powered automation to cloud-native solutions.
➢ Key Drivers & Challenges: The drivers and challenges affecting Indian insurers in adopting underwriting workbenches.
➢ Essential Workbench Capabilities: A detailed breakdown of the core features that empower underwriters, streamline workflows and deliver results.
➢ The Indian Supplier Landscape: A brief overview of key players—from established giants like TCS and Infosys to key insurtechs.
➢ Future Outlook & Strategic Recommendations: A forward-looking view on where the market is headed and what you should be doing now to prepare for the future.

Reserve your spot today to unlock the potential of the underwriting workbench in India.
Date: 27 August 2025
Time: 4 PM BST
Duration: 30 minutes
Speaker: Parul Mehta, VP Productions

AI in Action: Transforming Insurance Workflows

Indian insurers are no longer experimenting with AI—they're embedding it into core processes. Whether it's smarter claims handling, faster customer onboarding, or more personalised sales, AI is making a visible impact.

Curious how the Indian insurance companies are putting these innovations into practice? Dive into our executive advisory to see where AI is making the biggest difference.

Written by Parul Mehta and Chinmayee Devi

Must Read on Insurance Directions

Executive Advisory : Zurich's Acquisition of BOXX

This solution advisory explores how Send's modular underwriting workbench supports modern insurance workflows. With cloud-based architecture and GenAI-driven automation, it aims to streamline underwriting, reduce manual effort and improve decision-making efficiency.

Imaginera ORCA: Underwriting Reimagined for Big-Ticket Insurance

Imaginera's ORCA platform offers a configurable, cloud-native solution for managing the full policy lifecycle. Designed with complex, large-value insurance in mind, it supports custom workflows and data integration to help insurers enhance accuracy and collaboration.

Send's Underwriting Workbench: Smart, Scalable, Insight-Driven

This solution advisory explores how Send's modular underwriting workbench supports modern insurance workflows. With cloud-based architecture and GenAI-driven automation, it aims to streamline underwriting, reduce manual effort and improve decision-making efficiency.

List of publications:

Insurance Directions is a brand of TekPlus

TekPlus is a highly reputed ICT Industry Analyst firm providing strategy & guidance. Clients include segment leaders, financial & government institutions.