Insurance Directions
Research | Intelligence | Guidance

NEWSLETTER : 15 July 2026

Coming Soon: Webinar on "AI Insurance: Can It Be The Next Great Insurance Product Line?"

AI is proliferating in every industry and every organisation - small and big. Globally, more than three quarters of the businesses use AI in various business functions. Businesses are using AI to automate their customer services, screening job candidates, AI is assisting doctors in diagnostics, it is analysing financial transactions, generating legal documents, detecting fraud, and supporting strategic decision-making.

While organizations have been investing heavily in AI capabilities, and while it is bringing new business risks, there is so much confusion around who bears this liability - E&O policies, cyber insurance policies or if the supplier bears them. The reality is that AI introduces unique vulnerabilities—such as algorithmic bias, IP infringement and "hallucinations" —that traditional risk management frameworks are ill-equipped to handle .

Stay tuned for our webinar on "AI Insurance: Can It Be The Next Great Insurance Product Line?" It will take you through the thought process of AI insurance, if it is a viable business opportunity and if it can be the next big specialty insurance product line. Please write to us on info@insurancedirections.com for your personal invitation.

Date: 29 July 2026

Time: 11:30 AM GMT, 5PM IST

Speaker: Parul Mehta, VP Research

Effective Scaling of AI in Insurance Operations

Insurance has always been a data-driven industry. Long before artificial intelligence became a mainstream business priority, insurers relied on actuarial science, statistical modelling, behavioural analysis, and risk-based decision-making to manage underwriting, claims, fraud detection, and pricing. It is not introducing data intelligence into insurance for the first time. What AI changes is the scale, speed, and operational reach of that intelligence. The insurance industry is currently in a transitional phase where organisations are moving from experimentation to operationalisation. This evolution is key to unlocking new levels of efficiency and insight. Our webinar on Effective Scaling of AI in Insurance Operations addresses how to effectively scale AI into insurance operations, the impact of AI scalability, challenges it brings and key points to focus on while operationalising AI.

Rise in AI Specific Liabilities: Ways to Mitigate

AI adoption introduces new liabilities often not covered by standard E&O or Cyber insurance and AI is currently an active and uninsured exposure within policyholders operations. As a result, the insurance companies are experiencing a surge in AI-specific liabilities. These liabilities are prompting exclusions, tougher underwriting questions and designing products to address them. Want to know more? Please visit Rise in AI Specific Liabilities: Ways to Mitigate to know more on these risks and AI due diligence.

Navigating the New Threat Landscape: Tackling AI-Generated Misinformation in Insurance

The rapid evolution of GenAI is reshaping the insurance industry, not just in efficiency, but in terms of risk as well. Today the insurers are dealing with AI-generated misinformation such as deepfakes, synthetic media and manipulated documents that are amplifying fraud and challenging the very foundation of trust in insurance processes.

According to various industry estimates, 10–20% of all insurance claims are estimated to be fraudulent, though many go undetected. The Financial Conduct Authority in the UK reported that 78% of insurers in 2024 recorded steady or increasing fraud numbers, signaling that traditional detection methods are losing ground against evolving threats.

At such times, you need a multi-layered strategy, combining technology, operations and culture to combat.To learn more, please visit our webinar "Navigating the New Threat Landscape: Tackling AI-Generated Misinformation in Insurance,". This webinar addresses the rapidly evolving threat of AI-generated misinformation, its impact to the insurers and ways to tackle it. It is now available to watch on demand.

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