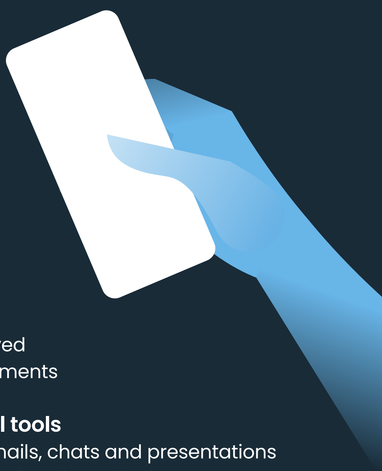
endava

Everyone's Chasing AI Efficiency Here's How to Drive Revenue

When it comes to launching an artificial intelligence initiative within insurance, success is subjective. But with a dedicated set of key performance indicators, the effectiveness of your AI workflow comes into clearer focus. When you prioritise the datapoints below, the productivity upticks associated with them can materialise and bring the strength of your AI insurance setup comes into better focus:



Average revenue per user
+ Progress toward stated KPIs and OKRs
+ Number of leads generated each week

Sale-to-submission conversions
+ Increased conversion rates

Underwritten submissions
+ Individual underwriting goals achieved
+ Underwriting process cycle improvements

Percentage of clients using digital tools
+ Time saved creating documents, emails, chats and presentations
+ Documents, emails and chats created each week



Using AI to make your insurance business thrive

Increase revenue at submission

Personalised cover emails

Showcase competitive advantages

Increase revenue at renewals

Personalised offers

Offer longer policies

Increase revenue through new, innovative products

Faster, more data-driven prototying

Higher customer retention

Insurance is evolving. We're here to help.