

Title of webinar

AI Automation: Opportunities, Risks and Unintended Consequences

Imagine a world where customers phone your call centre with questions about cover before and after they purchase, or when they're making a claim. Rather than talking to an expensive error-possible human they speak to an AI agent. It works. They're pleasantly surprised.

Now imagine being able to operate 24/7/365 with an unlimited number of agents so customers never need to wait to speak to someone. The voice channel helps guard against text-based ghost broking, claims farming and brings in more information.

Stop imagining. This isn't fantasy. This is reality.

The potential for cost-savings are huge and appealing. **But what about the risks?**

Most businesses seek to do more with less – quicker, better, cheaper — often by removing human elements and introducing automation. Are the days of call centres numbered? Maybe, consider this...

Conditional automation is common-place in the insurance industry, based on a huge set of 'if this, do that'. Not particularly flexible, but compliance and legal are comfortable with it because it is easily auditable. The same is true of machine learning. The move towards AI automation promises much more. However, the risks are also much greater and often obscured by waves of optimism and enthusiasm.

FOMO drives insurers, brokers and MGAs. If a competitor introduces AI automation in key processes that reduce costs, increase throughput and so market share, revenue and profitability then WE have to... just to stay in touch. Hence, the rush to automation without a clear grasp of the risks – and how to mitigate them.

This webinar will introduce AI automation opportunities and give you the questions you need to ask within your business to mitigate, manage and avoid new risks.

Who is it for?

This webinar is for:

- Anyone whose business uses, or wants to use, AI automation in call centres, bordereaux management, claims teams helping policyholders. loss adjusters
- Compliance & legal teams thinking about management of regulatory risk
- Customer experience & marketing looking at the customer "journey"

Learning objectives

By the end of the webinar, you will:

- Understand the scope of automation in insurance today and where it can assist
- Grasp the difference between auditable and non-auditable automation
- Be able to identify new risks – and ways to mitigate them.
- Take four automation insights back to your desk and know how to raise them internally
- Introduce new ideas about safe 'art of the possible' advances

About Adrian Webb

[Adrian](#) has worked in insurance and financial services for 35 years. Latterly, he was the longest serving board director of Gocompare plc. Prior to that, he was CMO at esure Group plc, helped Richard Branson launch Virgin's banking arm, and served in senior roles at Direct Line during its rapid growth period. In 2021, he returned to part-time academia, studying for a PhD and lecturing at the University of Exeter, other universities and large firms on AI Ethics, integration and risk management.

Adrian always seeks views/opinions sought from attendees, and allows time for Q&A, advice and connection at the end.

Charge for webinar delivery is £400 plus vat

Contact sam@lightthespark.co.uk for more information or to book.