

# AI Use Case Library

## Comprehensive Tabular Overview

### Executive Summary

This report provides a comprehensive tabular view of all 101 AI use cases in the RSA library. Each table includes detailed information about business context, implementation status, and strategic scoring.



## Strategic Use Cases

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1 use cases

Use Case Title	Process	Line of Business	Impact	Effort	Quadrant	Status
Enter-once automation for unde...	Underwriting	Commercial Lines	4.0	2.6	Quick Win	Backlog

46 use cases

AI Tool/Model	Function	AI Status	Deployment	Risk Level
Motor - Interventions - Fast T...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Allocat...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Large ...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Indemn...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - TP Lia...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Courte...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Injury...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Proper...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Commer...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Triagi...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Vehicl...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Fraud ...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Fraud ...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Dual C...	COO	Active		Risk that the model makes an incorrect recommendation that a...

## AI Inventory (continued)

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AI Tool/Model	Function	AI Status	Deployment	Risk Level
Motor - Interventions - Self S...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Virtua...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Total ...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Credit...	COO	Pending_Closure		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Litiga...	COO	Pending_Closure		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Alloca...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Recove...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Credit...	COO	Pending_Closure		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Settle...	COO	Pending_Closure		Risk that the model makes an incorrect recommendation that a...
Motor - Interventions - Predic...	COO	Active		Risk that the model makes an incorrect recommendation that a...
Call Miner	Sale   Service   Claims	Active	Production	
Clear Speed	CFU	Active		None
Carpe Data (PoC)	CFU	Inactive		None as this is part of a PoC on historic data
Net Reveal	CFU	Active		Rules in system (ML) not correct meaning that a significant numb...

## AI Inventory (continued)

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46 use cases

AI Tool/Model	Function	AI Status	Deployment	Risk Level
Scoring Engine	Claims	Active		Risk would be if rules engine rule allowed incorrect claims to be...
Cogito	Claims	Active		The tool is used as a guide to handlers, whom would still perfor...
ENI IVI Total Loss	Claims	Pending_Closure		If the calculation was incorrect then there could be a risk of...
InsurSight AI tool - InsurSigh...	Corporate Actuarial (used by Reserving, with results shared...	Active		InsurSight Insight If the diagnostics miss a trend which...
Visual Studio IDE	CIO	Active		No risk to RSA. This tool does not impact applications running in liv...
Motor - Interventions - Vehicl...	COO	Active		Risk that the model makes an incorrect recommendation that a...
HR - Horizon Machine Learning	HR L & D	Active		None - Internal training data and training recommendations only.
Earnix Optimisation - Home Mar...	CUO	Active		
Instabase (pilot phase)	Commercial	Proof_of_Concept		
ScanmarQED (Econometric Analys...	Marketing	Obsolete		This would make it more difficult to measure performance of or...
Meta (Digital Media – targetin...	Marketing	Obsolete		
Qubit (Digital Media – targeti...	CIO   Digital Analytics	Obsolete		
Google Performance Max (Digita...	Marketing	Obsolete		No risk to RSA and Google use AI for Performance Max when...
Google PPC (Digital Media – ta...	Marketing	Active		No risk to RSA and Google / Microsoft use AI in their targeting.

## AI Inventory (continued)

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AI Tool/Model	Function	AI Status	Deployment	Risk Level
Google Analytics (media attrib...	CIO   Digital Analytics	Active		
Havas - DAX	Marketing	Obsolete		No risk to RSA and AI is used to make our targeting more efficient.
Havas – Display DSPs (Digital ...	Marketing	Obsolete		No risk to RSA and AI is used to make our targeting more efficient.
PCW Market Price Modelling and...	Marketing	Pending_Closure		Supplier based relationship that's widely accessed and utilised in t...

# Industry Reference

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Use Case Title	Process	Line of Business	Source
Better integration of external...	Sales & Distribution	All Commercial	rsa_internal
Brokers lack proactive cross-s...	Sales & Distribution	All Lines	rsa_internal
High call volumes in service c...	Policy Servicing	All Lines	rsa_internal
Limited predictive insight int...	Claims Management	All Commercial	rsa_internal
Heavy reliance on manual claim...	Claims Management	All Commercial	rsa_internal
Legacy Systems Overlap with G...	Claims Management	All Commercial	rsa_internal
Guidewire + Claims Connect Int...	Claims Management	All Commercial	rsa_internal
Hazard Data in Commercial Prop...	Claims Management	Commercial Property	rsa_internal
Supplier Appointments via Clai...	Claims Management	All Commercial	rsa_internal
Subrogation Detection	Claims Management	All Commercial	rsa_internal
Loss Adjusters Manually Visit ...	Claims Management	All Commercial	rsa_internal
Claims Triage by Value Thresho...	Claims Management	All Commercial	rsa_internal
Manual Back-and-Forth for Clai...	Claims Management	All Lines	rsa_internal
Multiple Underwriting Systems...	General	All Lines	rsa_internal

## Industry Reference (continued)

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54 use cases

Use Case Title	Process	Line of Business	Source
Policy Documents Not Auto-Atta...	Claims Management	All Commercial	rsa_internal
Lack of Standardized Underwrit...	Underwriting	All Lines	rsa_internal
Data Silos Across PAS, Underwr...	Process Integration	All Lines	rsa_internal
Product Duplication Across RSA...	Product & Rating	All Commercial	rsa_internal
Legacy PAS (UKRIS) – Bridging ...	Underwriting	All Commercial	rsa_internal
Predictive Risk Monitoring (Io...	Claims Management	All Lines	rsa_internal
Risk Consulting Surveys	Risk Consulting	All Lines	rsa_internal
Automated sanctions & high-ris...	Underwriting	All Commercial	rsa_internal
AI auto-flagging of risks (san...	Underwriting	All Commercial	rsa_internal
Email/document triage for Inst...	Underwriting	All Commercial	rsa_internal
Instabase ingestion validation...	Underwriting	All Commercial	rsa_internal
Premium debiting in UKRIS	Underwriting	All Lines	rsa_internal
Auto-renewal “fast track” rule...	Underwriting	All Lines	rsa_internal
Pre-renewal triggers & terrori...	Underwriting	All Lines	rsa_internal

## Industry Reference (continued)

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54 use cases

Use Case Title	Process	Line of Business	Source
Document Management, Generatio...	Underwriting	All Lines	rsa_internal
Predictive Maintenance for Ass...	Risk Consulting	Commercial Property	industry_standard
Document Processing Automation	Submission & Quote	Marine	industry_standard
Cyber Risk Assessment AI	Policy Servicing	Cyber	industry_standard
Automated Claims Triage	Claims Management	Auto	industry_standard
Voice Analytics for Claims	Claims Management	All Lines	industry_standard
Broker Portal Intelligence	Sales & Distribution	Commercial	industry_standard
Telematics-Based Pricing	Policy Servicing	Motor	industry_standard
FNOL Claims processing	Claims Management	Property & Real Estate	industry_standard
Claims Processing Automation	Claims Management	Property & Casualty	industry_standard
Behavioral Risk Analytics	Risk Consulting	Personal Lines	industry_standard
Climate Risk Modeling	Risk Consulting	Property & Casualty	industry_standard
Customer Sentiment Analysis	Policy Servicing	Life	industry_standard
Agentic AI for Underwriting	Underwriting	All Commercial	industry_standard

## Industry Reference (continued)

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54 use cases

Use Case Title	Process	Line of Business	Source
AI-led Policy Comparison	Underwriting	Commercial	industry_standard
Automated Prefilled Forms	Underwriting	All Lines	industry_standard
Portfolio Risk Optimization	Financial Management	All Lines	industry_standard
Fraud Detection AI	Claims Management	All Lines	industry_standard
Predictive Risk Scoring Engine	Underwriting	All Lines	industry_standard
Catastrophe Modeling Enhanceme...	Risk Consulting	Property & Casualty	industry_standard
Customer Journey Optimization	Customer Servicing	All Lines	industry_standard
Underwriting Digital Assistant	Underwriting	Property & Casualty	industry_standard
ESG Impact Scoring	Risk Consulting	Commercial	industry_standard
Regulatory Compliance Monitori...	Regulatory & Compliance	All Lines	industry_standard
Dynamic Pricing Engine	Policy Servicing	Commercial	industry_standard
Predictive Risk Scoring	Policy Servicing	Property	industry_standard