

RSA AI Maturity Assessment

Completed Assessment

Document Overview

Document Type: Completed Assessment

Organization: RSA Insurance

Generated: August 11, 2025

Classification: Strategic Assessment Document

Instructions

This document contains the completed assessment responses. All answers have been recorded section carefully and provide thoughtful, accurate responses that reflect your organization's current state and strategic objectives.

Respondent: Mukundan
Email: mukundan316@gmail.com
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SECTION 1: BUSINESS STRATEGY & AI VISION

Executive Vision & Strategic Alignment

Q1: Tell us about your company - what's your primary business and scale?

Let's start with RSA's current business profile and market position.

Please complete the following company information:

Company Name *:

Gross Written Premium (GWP):

GBP

e.g., £500M

Company Tier:

%^{1/4} Select...

Options: Small (<£100M), Mid (£100M-£3B), Large (>£3B)

Primary Markets:

- Personal
- Commercial
- Specialty
- Reinsurance

Geographic Focus:

e.g., UK, Ireland, Europe

Q2: Which business lines do you currently distribute?*How is your distribution strategy structured?***Premium Distribution by Business Line:**

Business Line	Percentage (%)
Personal Auto	___%
Homeowners	___%
Commercial P&C	___%
Workers Comp	___%
Professional Liability	___%
Cyber Insurance	___%
Marine/Aviation	___%
Other Specialty	___%

Q3: How do you primarily reach and serve your customers?*What are your primary distribution channels?***Response Area:***Please provide your answer:***Q4: How would you describe your current business performance and key metrics?***Let's review key performance metrics to understand the baseline.***Response Area:***Please provide your answer:*

Q5: How*How does***Response Area:**

Please provide your answer:

Q6: How would you rate your organization's regulatory compliance capabilities?

Rate your regulatory readiness for AI.

Response Area:

Please provide your answer:

Business Context & Market Position**Q7: What does success look like for AI in your business (financial, operational, customer outcomes)?**

Define success for AI at RSA in measurable terms.

Response Area:

Please provide your answer:

Q8: What are your main strategic objectives for implementing AI?

Rank these objectives by importance to RSA.

Response Area:

Please provide your answer:

Q9: How*How aligned***Response Area:***Please provide your answer:***Q10: What is your risk appetite for experimenting with AI in regulated areas?***What's your risk tolerance for AI in regulated areas?***Response Area:***Please provide your answer:***Q11: What specific metrics will you use to measure AI's impact on your business?***Define specific targets for AI impact.***Response Area:***Please provide your answer:***Q12: What key performance indicators will track your AI initiatives' success?***What AI-specific metrics will you track?***Response Area:***Please provide your answer:***Operational Readiness & Change Management****Q13: How do you differentiate yourself in the insurance market?***How do you compare to competitors on digital/AI?***Response Area:***Please provide your answer:*

Q14: How*What do you***Response Area:***Please provide your answer:***Stakeholder Engagement & Communication****Q15: What's your budget and timeline for AI investments?***What investment is RSA prepared to make?***Response Area:***Please provide your answer:***Q16: Where will you focus your AI investment priorities?***How would you allocate investment?***Response Area:***Please provide your answer:***SECTION 2: CURRENT AI & DATA CAPABILITIES****Technology Infrastructure****Q17: How would you describe your current policy administration systems and their readiness for AI integration?***Describe your core policy administration platform capabilities and integration status.***Response Area:***Please provide your answer:*

Q18: Wa**how aut**

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Response Area:*Please provide your answer:***Q19: Tell us about your underwriting and risk management technology stack - what tools and processes do you currently rely on?***Evaluate underwriting system sophistication, automation levels, and decision support capabilities.***Response Area:***Please provide your answer:***Q20: How do you currently handle reinsurance management, and what role does technology play in your processes?***How automated is reinsurance management across treaty management, accounting, and recoveries?***Response Area:***Please provide your answer:***Business Function Systems****Q21: How agile is your product configuration and development process?***Assess your product management and development capabilities***Response Area:***Please provide your answer:*

Q22: How capable is your organization's distribution management system?*Evaluate management systems***Response Area:***Please provide your answer:***Q23: How would you rate your distribution management capabilities and processes?***Assess sales and distribution management systems***Response Area:***Please provide your answer:***Q24: How would you evaluate your financial system integration and reporting capabilities?***Assess finance and accounting system capabilities***Response Area:***Please provide your answer:***Q25: How would you assess your billing flexibility and automation capabilities?***Evaluate billing and collections system capabilities***Response Area:***Please provide your answer:***Q26: How sophisticated is your rating engine and premium calculation process?***Assess premium calculation and rating capabilities***Response Area:***Please provide your answer:*

Q27: How*Evaluate u***Response Area:***Please provide your answer:***Q28: What is the automation rate for your policy lifecycle management?***Assess policy issuance and renewal automation***Response Area:***Please provide your answer:***Q29: How would you evaluate your claims processing workflow automation maturity?***Assess claims automation capabilities***Response Area:***Please provide your answer:***Q30: How automated is your risk scoring and assessment process?***Evaluate risk assessment automation***Response Area:***Please provide your answer:***Intelligent Workflows & Automation****Q31: Describe your analytics infrastructure and business intelligence capabilities.***Assess analytics infrastructure***Response Area:***Please provide your answer:*

Q32: Wh*Evaluate s***Response Area:***Please provide your answer:***Q33: How would you rate your actuarial system automation capabilities?***Assess actuarial automation***Response Area:***Please provide your answer:***Q34: How would you assess your data cleansing and orchestration capabilities?***Evaluate data cleansing and orchestration***Response Area:***Please provide your answer:***Q35: How effective are your data exploration and visualization capabilities?***Assess data exploration and visualization***Response Area:***Please provide your answer:***Q36: How mature are your data provenance and audit capabilities?***Evaluate data provenance and audit***Response Area:***Please provide your answer:*

Q37: Ho

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Response Area:*Please provide your answer:***Q38: How would you evaluate your big data and data lake capabilities?***Assess data lake capabilities***Response Area:***Please provide your answer:***Q39: How would you rate your operational database performance?***Evaluate operational data stores***Response Area:***Please provide your answer:***Q40: How would you assess your cloud and on-premise infrastructure capabilities?***Evaluate infrastructure environment***Response Area:***Please provide your answer:***Data Analytics & AI/ML Capabilities****Q41: Where are AI use cases currently being used in your organization?***Assess current AI applications***Response Area:***Please provide your answer:*

Q42: Wh

Select AI a
future AI in

Response Area:

Please provide your answer:

Q43: How would you rate your AI infrastructure readiness and platform maturity?

Evaluate AI infrastructure readiness

Response Area:

Please provide your answer:

Q44: What AI and ML tools are currently in your technology stack?

Assess current AI/ML tools

Response Area:

Please provide your answer:

Q45: Are you currently experimenting with Large Language Models and Generative AI?

Evaluate LLM and Generative AI adoption

Response Area:

Please provide your answer:

Q46: How would you rate your data quality across different business domains?

Assess data quality by domain

Response Area:

Please provide your answer:

Q47: How*Evaluate a***Response Area:***Please provide your answer:***Q48: Which external data sources do you currently use or integrate with?***Assess external data integration***Response Area:***Please provide your answer:***Q49: How would you rate your data integration and real-time processing capabilities?***Evaluate data integration capabilities***Response Area:***Please provide your answer:***Q50: How API-ready are your core systems and integration architecture?***Assess API and integration architecture***Response Area:***Please provide your answer:***Q51: How effective is your partner integration and ecosystem connectivity?***Evaluate ecosystem partner integration***Response Area:***Please provide your answer:*

Q52: Wh

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Response Area:*Please provide your answer:*

