

# RSA AI Maturity Assessment

## Assessment Template

### Document Overview

Document Type: Blank Template  
Organization: RSA Insurance  
Generated: August 11, 2025  
Classification: Strategic Assessment Document

### Instructions

This document contains the complete AI Maturity Assessment questionnaire. Please review each section carefully and provide thoughtful, accurate responses that reflect your organization's current state and strategic objectives.





Response area - Please provide your answer here

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## Q2: Which insurance lines does your business focus on?

How is your premium distributed across business lines?

Response area - Please provide your answer here

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## Q3: How do you primarily reach and serve your customers?

What are your primary distribution channels?

Response area - Please provide your answer here

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## 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 here

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## Q5: How do you position yourself against competitors in your market?

How does RSA compare to competitors?

Response area - Please provide your answer here

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Q6: How

Rate your

Response area - Please provide your answer here

## 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 here

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

Rank these objectives by importance to RSA.

Response area - Please provide your answer here

**Q9: How well does your AI vision align with your overall business strategy?**

How aligned is leadership on the AI vision?

Response area - Please provide your answer here

**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 here

Q11: W

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Response area - Please provide your answer here

### Q12: What key performance indicators will track your AI initiatives' success?

What AI-specific metrics will you track?

Response area - Please provide your answer here

## 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 here

### Q14: How aware are you of AI initiatives by your competitors?

What do you know about competitor AI initiatives?

Response area - Please provide your answer here

## 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 here

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Response area - Please provide your answer here

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## **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 here

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**Q18: Walk us through your claims management technology - what systems do you use and how automated are your processes?**

Assess your claims platform capabilities, automation levels, and processing efficiency.

Response area - Please provide your answer here

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**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 here

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Response area - Please provide your answer here

## **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 here

### **Q22: How would you assess your customer engagement platforms and marketing capabilities?**

Evaluate marketing and distribution technology stack

Response area - Please provide your answer here

### **Q23: How would you rate your distribution management capabilities and processes?**

Assess sales and distribution management systems

Response area - Please provide your answer here



**Q24: Ho  
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Response area - Please provide your answer here

**Q25: How would you assess your billing flexibility and automation capabilities?**

Evaluate billing and collections system capabilities

Response area - Please provide your answer here

**Q26: How sophisticated is your rating engine and premium calculation process?**

Assess premium calculation and rating capabilities

Response area - Please provide your answer here

**Q27: How would you rate your underwriting workflow automation maturity?**

Evaluate underwriting workflow automation

Response area - Please provide your answer here

**Q28: What is the automation rate for your policy lifecycle management?**

Assess policy issuance and renewal automation

Response area - Please provide your answer here

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Response area - Please provide your answer here

### **Q30: How automated is your risk scoring and assessment process?**

Evaluate risk assessment automation

Response area - Please provide your answer here

## **Intelligent Workflows & Automation**

### **Q31: Describe your analytics infrastructure and business intelligence capabilities.**

Assess analytics infrastructure

Response area - Please provide your answer here

### **Q32: What statistical analysis and modeling capabilities do you currently have?**

Evaluate statistical and modeling capabilities

Response area - Please provide your answer here

### **Q33: How would you rate your actuarial system automation capabilities?**

Assess actuarial automation

Response area - Please provide your answer here

**Q34: Ho**

Evaluate

Response area - Please provide your answer here

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**Q35: How effective are your data exploration and visualization capabilities?**

Assess data exploration and visualization

Response area - Please provide your answer here

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**Q36: How mature are your data provenance and audit capabilities?**

Evaluate data provenance and audit

Response area - Please provide your answer here

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**Q37: How would you describe your enterprise data warehouse capabilities?**

Assess data warehouse infrastructure

Response area - Please provide your answer here

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**Q38: How would you evaluate your big data and data lake capabilities?**

Assess data lake capabilities

Response area - Please provide your answer here

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Q39: Ho

Evaluate

Response area - Please provide your answer here

**Q40: How would you assess your cloud and on-premise infrastructure capabilities?**

Evaluate infrastructure environment

Response area - Please provide your answer here

## 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 here

**Q42: Which AI use cases are you most interested in exploring?**

Select AI applications that align with your strategic priorities and technical roadmap. This helps us understand your future AI investment direction.

Response area - Please provide your answer here

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

Evaluate AI infrastructure readiness

Response area - Please provide your answer here

Q44: WI

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Response area - Please provide your answer here

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

Evaluate LLM and Generative AI adoption

Response area - Please provide your answer here

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

Assess data quality by domain

Response area - Please provide your answer here

#### Q47: How mature is your data governance framework?

Evaluate data governance maturity

Response area - Please provide your answer here

#### Q48: Which external data sources do you currently use or integrate with?

Assess external data integration

Response area - Please provide your answer here

**Q49: Ho**  
**capabil**

Evaluate

Response area - Please provide your answer here

**Q50: How API-ready are your core systems and integration architecture?**

Assess API and integration architecture

Response area - Please provide your answer here

**Q51: How effective is your partner integration and ecosystem connectivity?**

Evaluate ecosystem partner integration

Response area - Please provide your answer here

**Q52: What technology dependencies and constraints could impact AI implementation?**

Assess technology dependencies and constraints

Response area - Please provide your answer here



