

# RSA AI Maturity Assessment

## Completed Assessment

### Document Overview

Document Type: Completed Assessment  
Organization: RSA Insurance  
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### 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:**

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

**Primary Markets:**

- ☐ Personal
- ☐ Commercial
- ☐ Specialty
- ☐ Reinsurance

**Geographic Focus:**

Q2: Which business lines are most profitable for your company?  
How is your company's profitability broken down by business line?

Premium Distribution by Business Line:

Business Line	Percentage (%)
Personal Auto	<input type="text"/>
Homeowners	<input type="text"/>
Commercial P&C	<input type="text"/>
Workers Comp	<input type="text"/>
Professional Liability	<input type="text"/>
Cyber Insurance	<input type="text"/>
Marine/Aviation	<input type="text"/>
Other Specialty	<input type="text"/>

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: Ho

What do y

**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

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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: Ho**  
**capabili**

*Evaluate m*

**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: Ho

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: Ho

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**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:*





