**August send plan**

**Insurance campaign**

**Subject line: The future of AI in the insurance industry**

**Preview line: Would you trust AI to deal with your insurance claims?**

As we enter a new era of technology usage and artificial intelligence, it’s becoming more and more important that we use it to our advantage.

The insurance industry is experiencing an increase in claims as each year passes, all while struggling with outdated technology and manual processes. These systems are delaying claims, negatively impacting customer service and loyalty.

**How will AI benefit the insurance industry?**

With insurance claims being a prominent part of the insurance industry, it’s crucial they are dealt with accurately and efficiently to deliver high customer satisfaction.

AI can now facilitate and accelerate the claim process without human intervention. By enabling the help of AI, this would increase the overall efficiency of insurance settlements.

Artificial intelligent programmes will be able to determine aspects of claims through image recognition, data analysis, data unification, and predicting potential payouts, as well as detecting fraudulent activity.

The integration of AI in the insurance industry creates a great opportunity to transform the claims process, as it will introduce efficiency and enhance the overall customer experience.

**Contact us today for more information**