Putting customers at the heart of AI innovation

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STRATEGY
LAB
Lesson 2: Only designing for a "human in the loop" lim
potential to deliver scalable, transformative impact w
Human driven
Human in the loop
Human on the loop
Individual level process change
Team level process change

We continuously look for new ways to support our customers and improve their experience through emerging technologies, including artificial intelligence.

Our Group Head of GenAI Value Creation, **Dominika Kampa**, recently joined Strategic AI Transformation Practice Lead, Gerta Salillari, from Softwire for the ‘Agentic AI: moving beyond pilots’ workshop at the Insurance Innovators Summit to discuss how insurers can move from pilot projects to scaling AI responsibly and effectively.

The Insurance Innovators Summit brings together senior decision-makers from across Europe's insurance industry, alongside technology specialists, regulators and other experts, to share perspectives on the opportunities and challenges shaping the future of insurance.

During the discussion, Dominika highlighted the importance of clear project ownership when taking AI beyond the pilot stage, as well as engaging risk and technology teams early to ensure appropriate governance, monitoring and controls are in place from the outset. These themes were reflected throughout the wider Summit, with sessions exploring agentic AI, autonomy and accountability, the use of AI in claims and fraud, and the governance frameworks needed as adoption continues to grow.

For Admiral, the focus is on using AI where it can make a genuine difference, helping to improve customer experiences, deliver better outcomes and support colleagues, while ensuring robust governance and safeguards remain in place.