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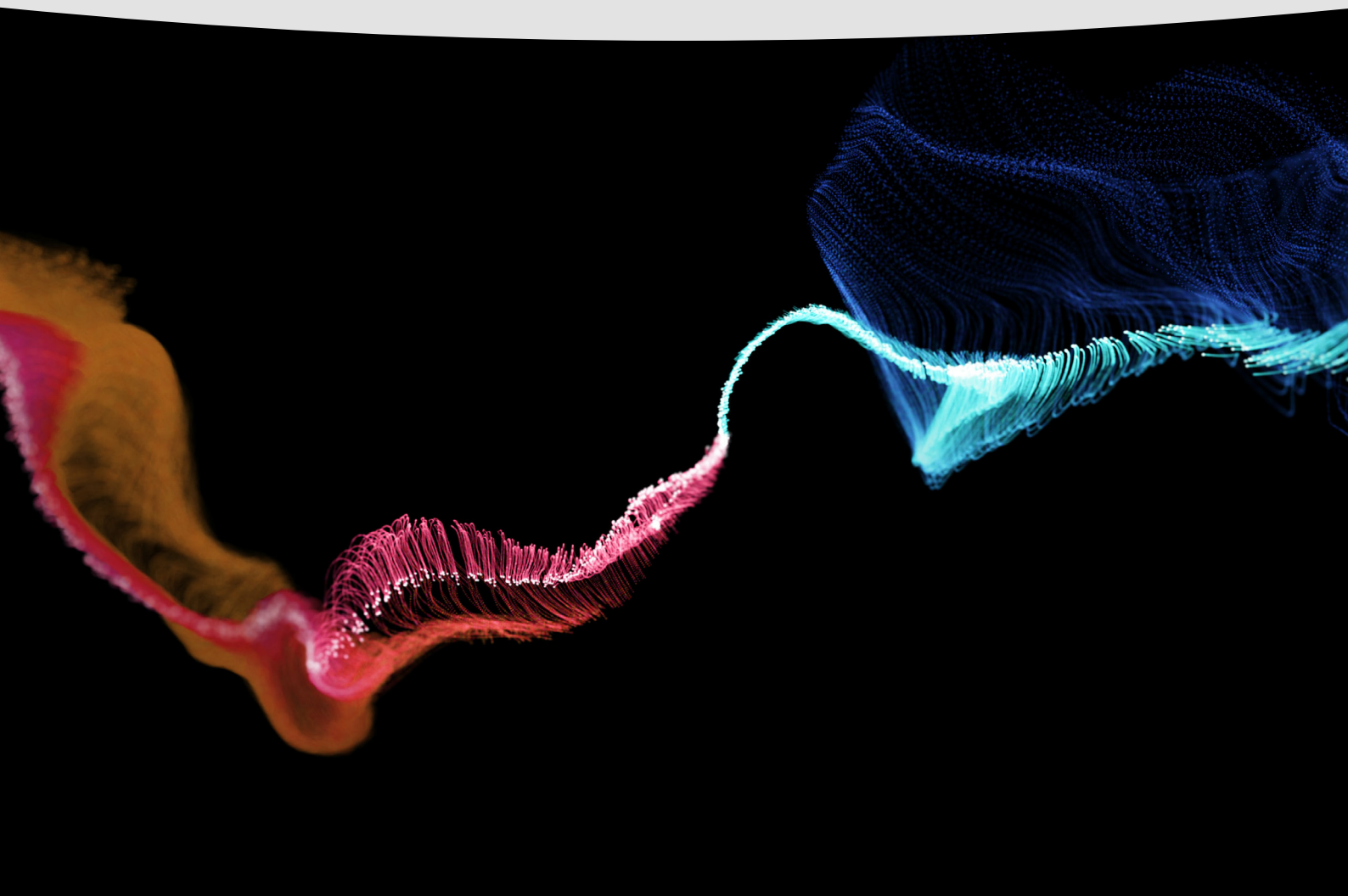
INSURANCE GLOBAL TECHNOLOGY BENCHMARKING
REPORT 2025

Tracking the insurance industry's technology roadmap

MONKTWINS/ADOBE STOCK

CONTENTS

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ACTIONABLE INSIGHTS

Data analytics and automation technologies are today's most popular investments
A majority of respondents said their organization is either using or has invested in these technologies in the past 12 months, making them the cornerstone of digital transformation projects today

AI-based technologies are soaring in popularity
In pursuit of operational efficiency and productivity gains, respondents have placed AI/machine learning and generative AI technologies as the most popular tech investments for the next three years.

Generative AI adoption is moving fast
While just five percent of respondents in our 2024 survey had fully implemented generative AI, 15% said they had in this year's polling, while just 10% said their organization would not be adopting the technology in the next two years.

Data analytics is the Swiss army knife of digital transformation projects
While other technologies, such as claims management systems and automation, are confined to limited processes, data analytics is being evenly applied across claims, underwriting, actuarial and pricing, marking it as a versatile investment.

Robust data strategies are key enablers for technology investments
Where integration challenges have been particularly acute, respondents have noted prevalent issues with data quality and the need to collate data from multiple different, and often disparate sources. Strong data governance is therefore key to underpinning successful tech integrations.

The vendor universe is diverse, but do not discredit custom-built solutions
While a large array of vendors are selling specific solutions and technologies for insurers, an increasing number are developing custom-built solutions internally. While this is time and resource-intensive, and will certainly not be a strategic fit for all, it can enable more successful digital transformations.

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EXECUTIVE FOREWORD

Welcome to the Reuters Events: Insurance Global Technology Benchmarking Report 2025. We are thrilled to present this comprehensive study, which has been developed using extensive qualitative research calls and a detailed survey conducted with key decision-makers and technology practitioners in the insurance sector.

This report marks a significant milestone in our ongoing effort to provide valuable insights into the ever-evolving landscape of insurance technology. You can find more details about our survey and respondents in the Methodology section of this report.

This year's edition delves into the digital transformations taking place within the insurance industry. Using three years of consecutive data, it highlights the pivotal role that technology is continuing to play in shaping the future of insurance, from enhancing operational efficiency to meeting the rising expectations of consumers.

As insurers navigate an increasingly complex environment, driven by economic volatility and changing consumer behaviors, the insights contained within this report are more critical than ever.

Our research uncovers key trends and movements within the insurance technology landscape. Notably, data analytics and automation have emerged as cornerstone investments for insurers over the past year, with a significant majority of respondents indicating their organizations have either implemented or invested in these technologies. Furthermore, AI-based technologies, including machine learning and generative AI, are gaining traction as insurers seek to harness their transformative potential for operational efficiency and enhanced customer experiences.

We extend our gratitude to the hundreds of professionals who participated in our survey and shared their valuable insights. Your contributions have been instrumental in shaping this report, and we are deeply appreciative of your willingness to share your experiences and expertise.

Thank you, and we hope you find the report insightful.

Liam Stoker
Head of Market Insights
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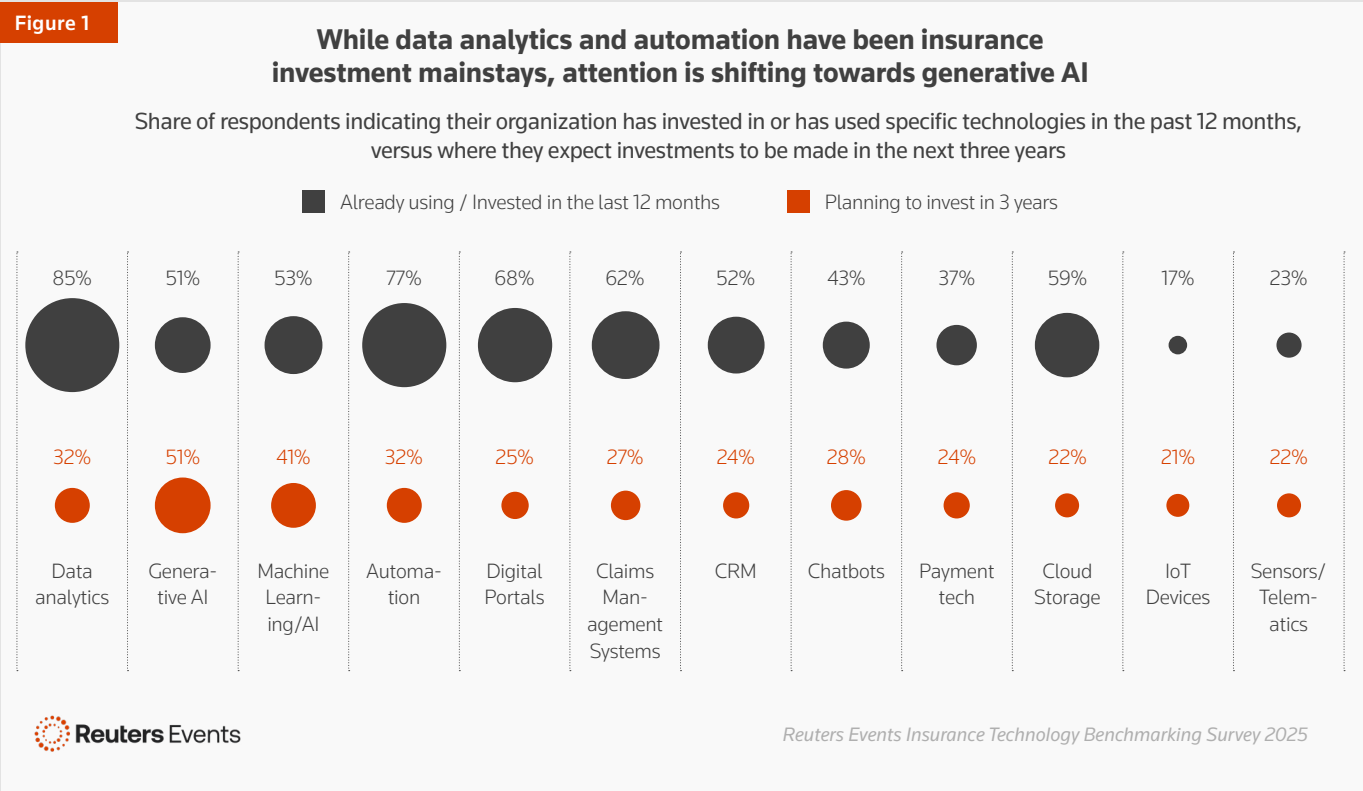
TECHNOLOGY TRENDS IN DIGITAL TRANSFORMATIONS

Against a backdrop of multiple, challenging operating conditions, insurers are frequently turning to technology and digital transformation projects to bolster performance.

Simultaneously, new and emerging technologies are changing not just the way consumers behave and interact with insurance and financial products in general, but also their expectations. To this end, it is critically important that digital transformation projects are delivered seamlessly and with stated objectives in mind.

The Reuters Events Insurance Technology Benchmarking study, now in its third year, has tracked technology procurement and experience trends to discover just how insurers are responding to these challenges.

Our research reveals how quickly technology trends are moving in the insurance industry, starting with the ebb and flow of interest in particular industries, as shown in *figures 1* and *1a*. As *figure 1* highlights, the top two destinations for investment from insurers of the past 12 months are in data analytics and automation. Eighty six-percent and 77% of respondents said their organizations are either already using or had invested in these technologies over the previous year. As a result, we can consider these technology investments as central to the digital transformations of insurance organizations today.

Figure 1

While data analytics and automation have been insurance investment mainstays, attention is shifting towards generative AI

Share of respondents indicating their organization has invested in or has used specific technologies in the past 12 months, versus where they expect investments to be made in the next three years

■ Already using / Invested in the last 12 months   ■ Planning to invest in 3 years

	Data analytics	Genera-tive AI	Machine Learn-ing/AI	Automa-tion	Digital Portals	Claims Man-agement Systems	CRM	Chatbots	Payment tech	Cloud Storage	IoT Devices	Sensors/ Telem-atics
Already using	85%	51%	53%	77%	68%	62%	52%	43%	37%	59%	17%	23%
Planning to invest	32%	51%	41%	32%	25%	27%	24%	28%	24%	22%	21%	22%

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Reuters Events Insurance Technology Benchmarking Survey 2025

"Clearly, most insurance companies focusing on leveraging AI & automation to improve productivity and efficiency in the next few years. A critical element of achieving adoption will be to ensure our workforce is ready for this new world of AI enabled work."

Richard Wiedenbeck
Chief AI Officer

Ameritas

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Data analytics in particular, as shown in figure 1a, has been a persistently popular destination for insurers. In each of the last three years we have ran our Technology Benchmarking survey, data analytics has been the leading or joint-leading investment destination.

This is perhaps unsurprising given the central role data plays for insurers alongside the multitude of benefits it unlocks from an operational perspective. Enhanced data analytics can help improve customer journeys, boost claims efficiency, bolster productivity and provide more targeted operational advice, making it a significantly multifaceted solution.

There are two distinct, but admittedly interlinked, technologies that continue to attract an increasing amount of interest from insurers: AI/machine learning, and generative AI.
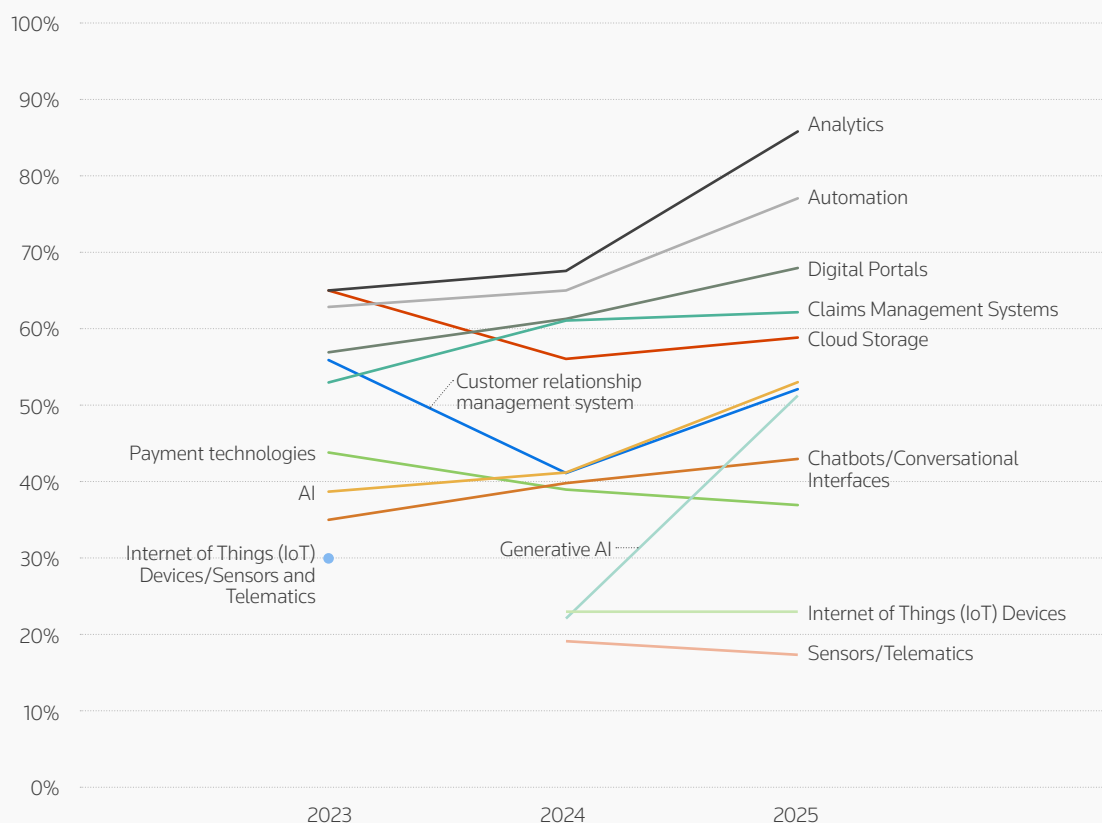
As *figure 1a* shows, interest in machine learning/AI has risen each year of our Technology Benchmarking survey, rising from being a destination of investment for 39% of respondents in 2023 to more than half (53%) of respondents in this year's survey. Likewise, the share of respondents investing in or using generative AI has soared from just under one-third (32%) of respondents last year to 51% in 2025.

Indeed, as *figure 1* shows, these two technologies are the leading destinations of future investment. More than half (51%) of respondents said their organization intends to invest in generative AI over the next three years, while 41% of respondents said their organization is preparing to invest in machine learning/AI applications in the same timeframe.

Figure 1a

Investments in generative AI have soared over the past three years

Share of respondents indicating their organization has either invested in or used technologies in the previous 12 months, showing consecutive data from 2023, 2024 and 2025

Reuters Events Insurance Technology Benchmarking Survey 2025

TECHNOLOGY FAMILIARITY

Perhaps interestingly, generative AI is one of five technologies – alongside data analytics, automation, digital portals and claims management systems – that respondents were most likely to indicate they are familiar with. While the likes of data analytics and claims management systems have long been used by insurers, albeit by distinct parts of the business, generative AI is a comparatively novel technology having only been introduced widely in 2023.

It has been suggested that 2024 was the year of generative AI, a period in which organizations and professionals adopted the technology en masse. This finding would appear to support that notion, with a comparatively large base of respondents stating themselves to be familiar with the technology already.

It is unsurprising however that insurers remain most familiar with data analytics and automation technologies. As discussed above, these two technologies have continuously led our

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Figure 2

Insurers continue to be most familiar with data analytics technologies

Share of respondents indicating which technologies they are most familiar with

Technology	Share
Data analytics	57%
Automation	44%
Digital Portals	38%
Claims Management Systems	33%
Generative AI	31%
Customer relationship management system	28%
Machine Learning/AI	23%
Cloud Storage	17%
Chatbots/Conversational Interfaces	10%
Payment technologies	10%
Sensors and Telematics	9%
Internet of Things (IoT) Devices	7%
Other	2%

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Technology Benchmarking results for investments, with a significant majority of respondents now indicating that these technologies are in use. We'd now consider these technologies BAU for most insurance organizations, with any not using or integrating them today in the minority.

At the other end of the spectrum are sensors and telematics and Internet of Things (IOT) devices. Just nine percent and seven percent of respondents said they were familiar with these technologies, indicating the narrow role these technologies are playing in the digital transformations of insurers today.

GENERATIVE AI: DELIVERING ON HYPE?

Generative AI continues to attract considerable hype – and investment – driven at least in part by its reputation as a potentially transformative technology. Organizations are increasingly seeing the technology as a bridge to improved operational efficiency and productivity, as *figure 3* illustrates.

Around one-third (32%) of respondents expect that generative AI will be most revolutionary for operational timelines and/or efficiencies. However, a further 31% of respondents said

Figure 3

**Generative AI investments are mostly being targeted
at improving operational efficiency and customer experience**

Share of respondents selecting the area of insurance they expect generative AI to revolutionize the most
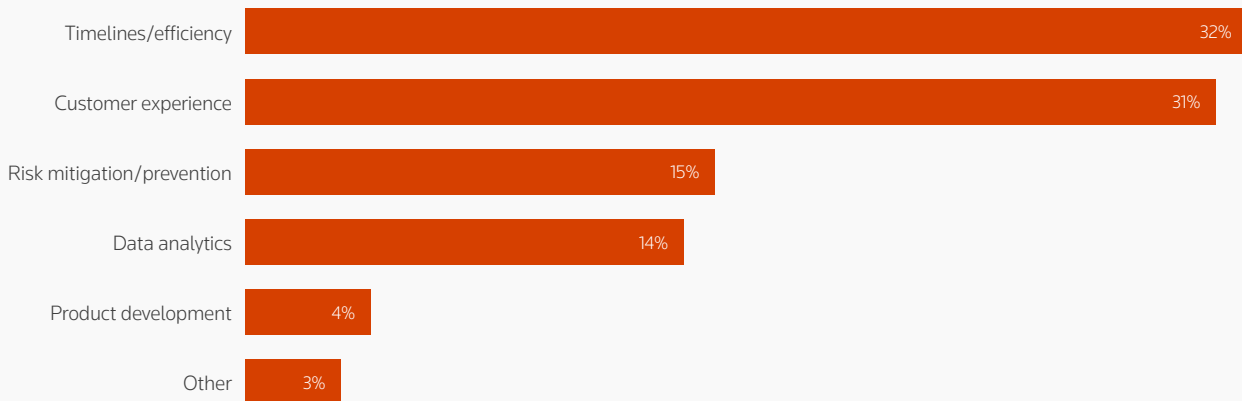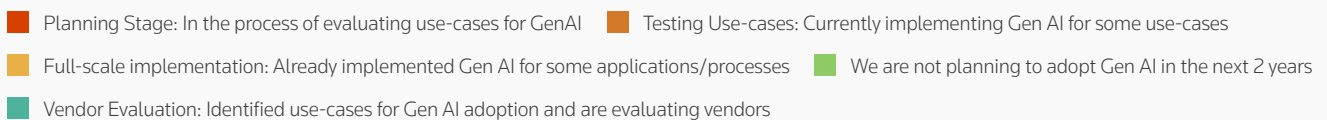
Timelines/efficiency	32%
Customer experience	31%
Risk mitigation/prevention	15%
Data analytics	14%
Product development	4%
Other	3%

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Figure 4

**While a majority of respondents remain in the early stages of generative
AI adoption, full-scale implementation has soared year-on-year**

Share of respondents indicating which stage of adoption of generative AI their organization currently is

■ Planning Stage: In the process of evaluating use-cases for GenAI   ■ Testing Use-cases: Currently implementing Gen AI for some use-cases

■ Full-scale implementation: Already implemented Gen AI for some applications/processes   ■ We are not planning to adopt Gen AI in the next 2 years

■ Vendor Evaluation: Identified use-cases for Gen AI adoption and are evaluating vendors

33%	34%	15%	10%	6%

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they expect generative AI to be revolutionary for customer experience, ultimately benefitting how insurers communicate with their customers.

Despite the much-vaunted benefits and expectations surrounding generative AI, we see that just minority of respondents have advanced to full-scale implementation. Only 15% of respondents said their organization has implemented generative AI in some applications or processes already.

Evidently, while respondents may consider themselves familiar with the technology and it continues to attract interest, insurers are taking a measured approach to full-scale implementation.

Around one-third of respondents said their organization remains in the planning stages of evaluating use cases for generative AI, while a further third said their organization is currently mid-implementation. Additionally, six percent said their organization had identified use case for the technology and was now evaluating vendors to meet their requirements.

The results also indicate, however, that there has been marked progress from insurers in adopting generative AI year-on-year. In the 2024 edition of our Technology Benchmarking survey, around 44% of respondents said they remained at
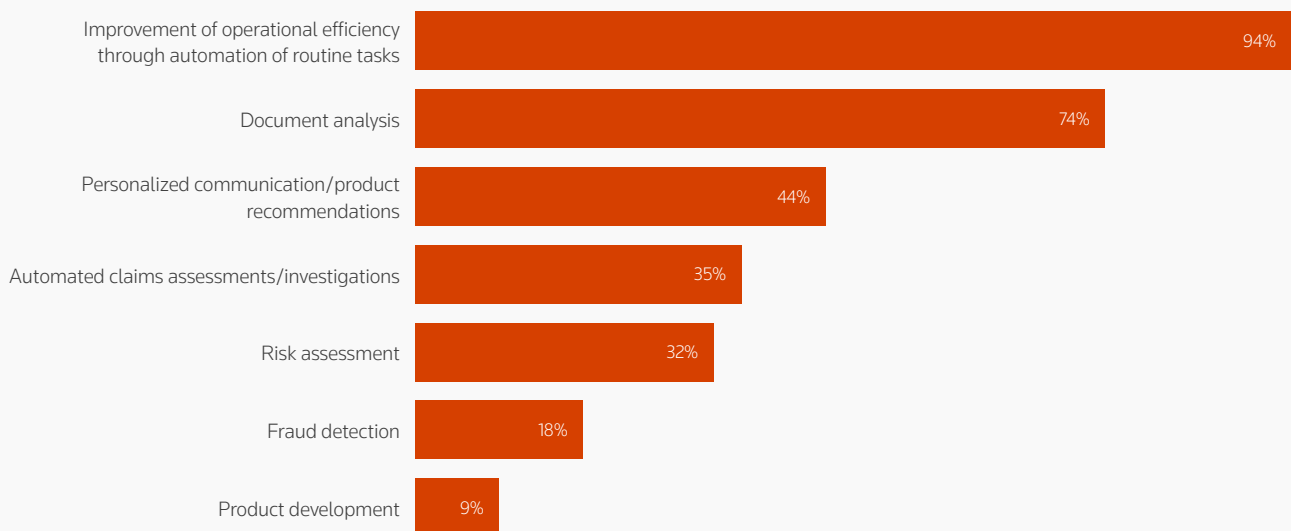
the planning stage. This has reduced to 33%, with greater shares of respondents testing use cases (26% in 2024 versus 34% in 2025) and having moved to full-scale implementation (5% in 2024 versus 15% in 2025). While only a small minority of respondents said their organization had successfully implemented generative AI, an even smaller share of respondents – just 10% - said their organization had no current plans to adopt the technology. This places such insurers firmly in the minority and at risk of falling behind others in pursuit of efficiency and productivity gains. Indeed, this share has continued to shrink year-on-year: in 2024, 18% of respondents said their organization had no immediate plans to implement generative AI.

Of those respondents whose organization has implemented generative AI, a significant majority signaled that the ultimate use case for the technology has been to automate routine tasks to improve operational efficiency and analyze documents. This is perhaps unsurprising given the reputation of the technology, its current capabilities and level of maturity. While less than half (44%) of respondents have implemented generative AI to personalize communications, this is one area we may expect to see grow in adoption as more businesses implement the technology.

Figure 5

Of those to have implemented generative AI to date, nearly all have sought to automate routine tasks

Share of respondents to have already implemented generative AI, indicating which use cases that implementation has been targeted at

Use case	Share
Improvement of operational efficiency through automation of routine tasks	94%
Document analysis	74%
Personalized communication/product recommendations	44%
Automated claims assessments/investigations	35%
Risk assessment	32%
Fraud detection	18%
Product development	9%

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CHARTING THE INSURER TECHNOLOGY EXPERIENCE

Identifying the right technologies to procure is, however, just one part of the problem and indeed, the start of digitally transforming your business. Once selected, these technologies must be procured, integrated and progressed to BAU as seamlessly as possible. Our research shows this is no mean feat, with specific technologies faring better than others.

Figure 6 shows the specific processes technologies have been applied to by insurers to date. We see that data analytics is

being applied broadly across the organization, underpinning the technology's status as central to digital transformation projects. While it is mostly being applied in claims (44% of respondents), it is also being consistently applied across pricing, actuarial and underwriting functions. Of the technologies we have surveyed around, data analytics is the most frequently applied throughout insurers, cementing its status as a Swiss army knife of digital transformation.

Figure 6

Data analytics is the Swiss Army knife of insurance digital transformation projects, being applied strongly against most insurance processes

Share of respondents indicating which processes specific technologies have been applied to

	Claims	Underwriting	Actuarial	Pricing	Marketing	Customer Service	Product Development
Data Analytics	44%	38%	36%	40%	25%	23%	28%
Automation	32%	27%	10%	14%	11%	20%	9%
Digital Portals	22%	18%	2%	5%	18%	26%	7%
Claims Management Systems	29%	5%	4%	4%	2%	11%	5%
Generative AI	17%	15%	5%	5%	12%	14%	6%
Customer Relationship Management System	12%	8%	1%	4%	14%	21%	6%
Machine Learning/AI	14%	14%	12%	11%	8%	10%	8%
Cloud Storage	9%	8%	6%	5%	5%	7%	4%

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"The insurance industry's rapid acceleration toward data analytics and AI-driven solutions reflects not just operational necessity, but a fundamental shift in how insurers perceive technology — no longer as merely supportive infrastructure but as the strategic cornerstone for achieving competitive advantage in an increasingly digital marketplace."

Charlie Wendland
Chief Claims Officer

BRANCH

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Other technologies appear to be finding much more specific applications. Aside from claims management systems, which are unsurprisingly being applied most frequently within the claims function, digital portals are mostly being applied to customer service and claims departments, while digital portals are being applied specifically in customer service and claims teams.

A pivotal driver for technology investments in any organization is their expected ROI. The technologies most commonly identified as delivering the best ROI of those we have surveyed around are automation and data analytics, selected by 40% and 38% of respondents respectively. This is perhaps unsurprising given both the frequency at which these technologies have been invested in and how widely they are applied throughout insurers today.
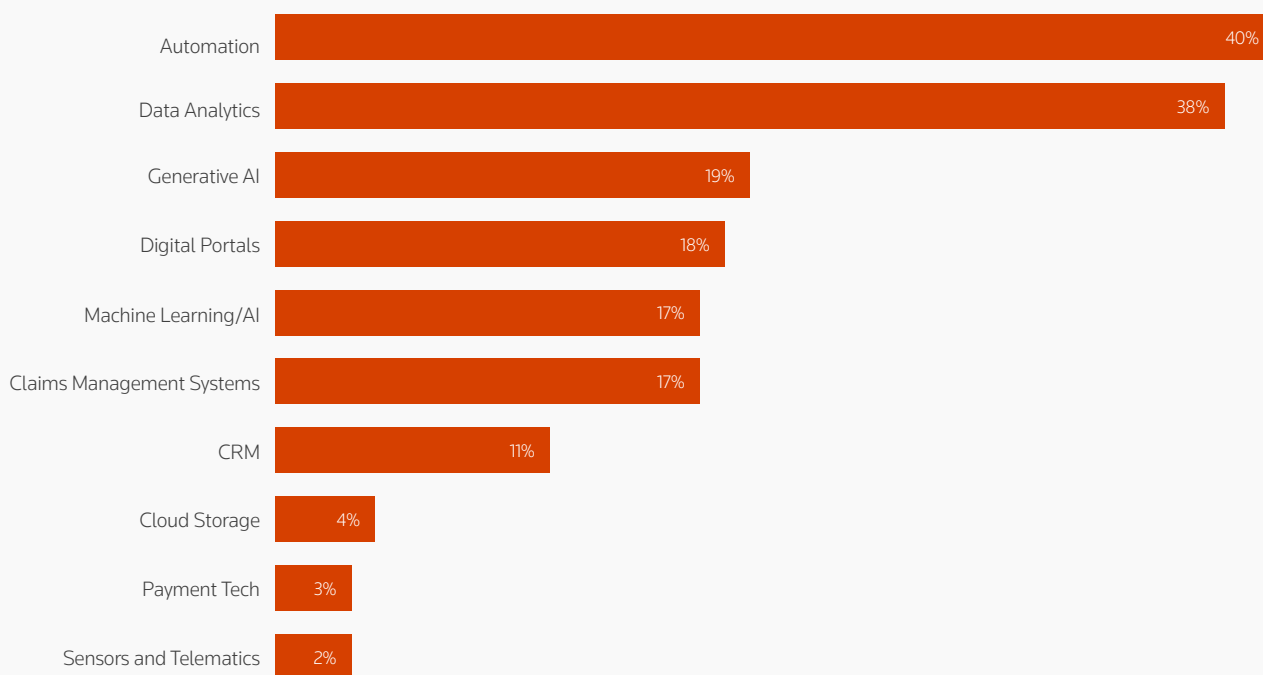

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Figure 7

Despite heavy interest, doubts remain over the ROI potential of generative AI

Share of respondents identifying which technologies provide the best ROI in their opinion

Technology	Share
Automation	40%
Data Analytics	38%
Generative AI	19%
Digital Portals	18%
Machine Learning/AI	17%
Claims Management Systems	17%
CRM	11%
Cloud Storage	4%
Payment Tech	3%
Sensors and Telematics	2%

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"The real story here isn't just that insurers are adopting generative AI — it's that the gap is widening between those who are learning how to apply it meaningfully and those still hesitating. At Clearcover, we believe the advantage will go to those who don't just experiment, but thoughtfully integrate AI to solve real customer and operational challenges for speed and efficiency."

Adam Fischer
Chief Product & Innovation Officer

clearcover

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By automating specific tasks and driving operational efficiency, automation technologies are an unsurprising inclusion here.

Difficult trading conditions and economic volatility have placed additional constraints on technology budgets, placing more focus on ROI and, by extension, both technology Capex and budget discipline. It is perhaps more vital than ever that digital transformation projects and technology investments come in on budget. As *figure 8* shows, certain technologies perform markedly better than others in this regard.

The best performing technology for budget discipline is digital portals – nearly two-thirds (62%) of respondents to have invested in this technology said the program came in on budget, while just 18% said it did not. Statistically, those investing in digital portals were more likely to say the technology came in on budget than did not. Cloud storage investments also performed notably in this regard, with just 14% of respondents indicating that planned investments in the technology exceeded initial budgets.
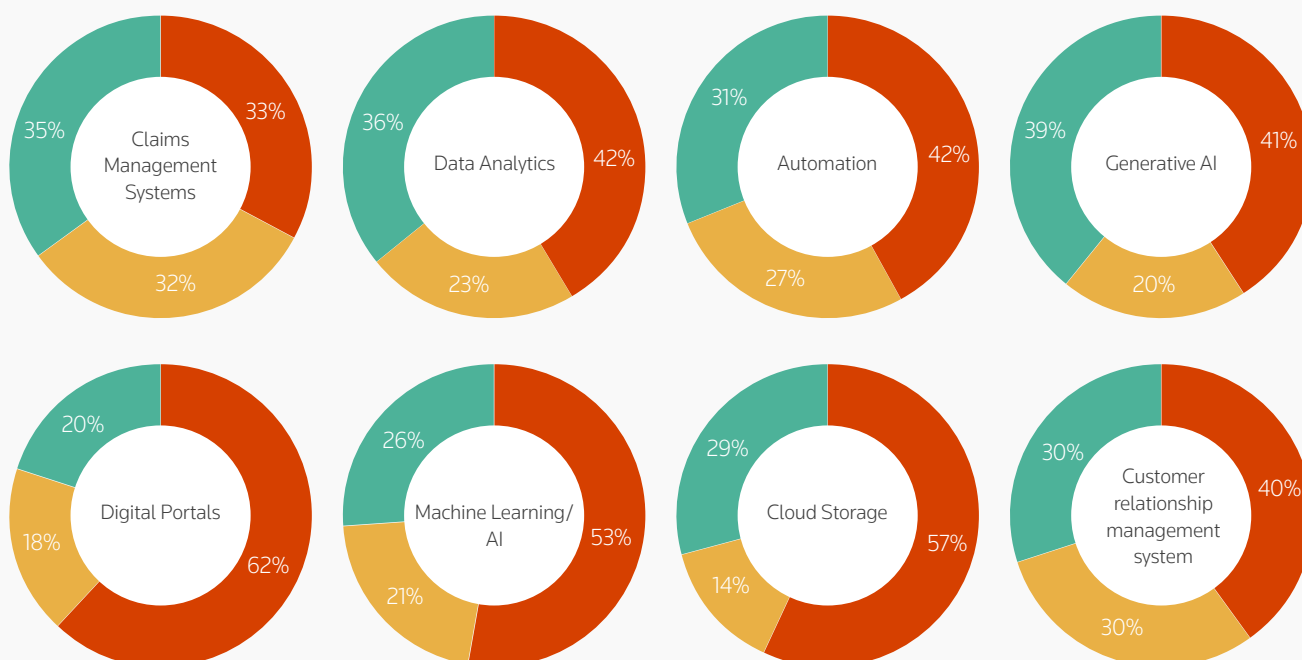

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Figure 8

Claims management systems pose the biggest budgetary headache for insurers

Share of respondents answering whether or not specific technology implementation projects relating to technologies came in on budget

Legend: ■ Yes   ■ No   ■ Don't know

Claims Management Systems — Yes 33%, No 32%, Don't know 35%
Data Analytics — Yes 42%, No 23%, Don't know 36%
Automation — Yes 42%, No 27%, Don't know 31%
Generative AI — Yes 41%, No 20%, Don't know 39%
Digital Portals — Yes 62%, No 18%, Don't know 20%
Machine Learning/AI — Yes 53%, No 21%, Don't know 26%
Cloud Storage — Yes 57%, No 14%, Don't know 29%
Customer relationship management system — Yes 40%, No 30%, Don't know 30%

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At the other end of the table are investments in claims management systems. Just one-third (33%) of respondents said their organization's investments in claims management systems, with a further third stating budgets were exceeded. This finding supports the notion that if an organization is acutely sensitive to budget overruns, then investing in a new claims management system may not be appropriate, or at the very least will require far stricter guardrails than may necessarily be required elsewhere.

Generative AI, meanwhile, recorded the highest instance of respondents stating they did not know whether a technology implementation program failed to come in on budget. This may be attributable to the fact that such investments are still relatively nascent, and as such budgets may still be ongoing.

It may also be unsurprising to note that claims management systems were scored as among the most difficult to implement, as *figure 9* shows. More than half (52%) of respondents to have invested in claims management systems indicated they were either difficult or very difficult

> **More than half of respondents to have invested in claims management systems indicated they were either difficult or very difficult to implement.**
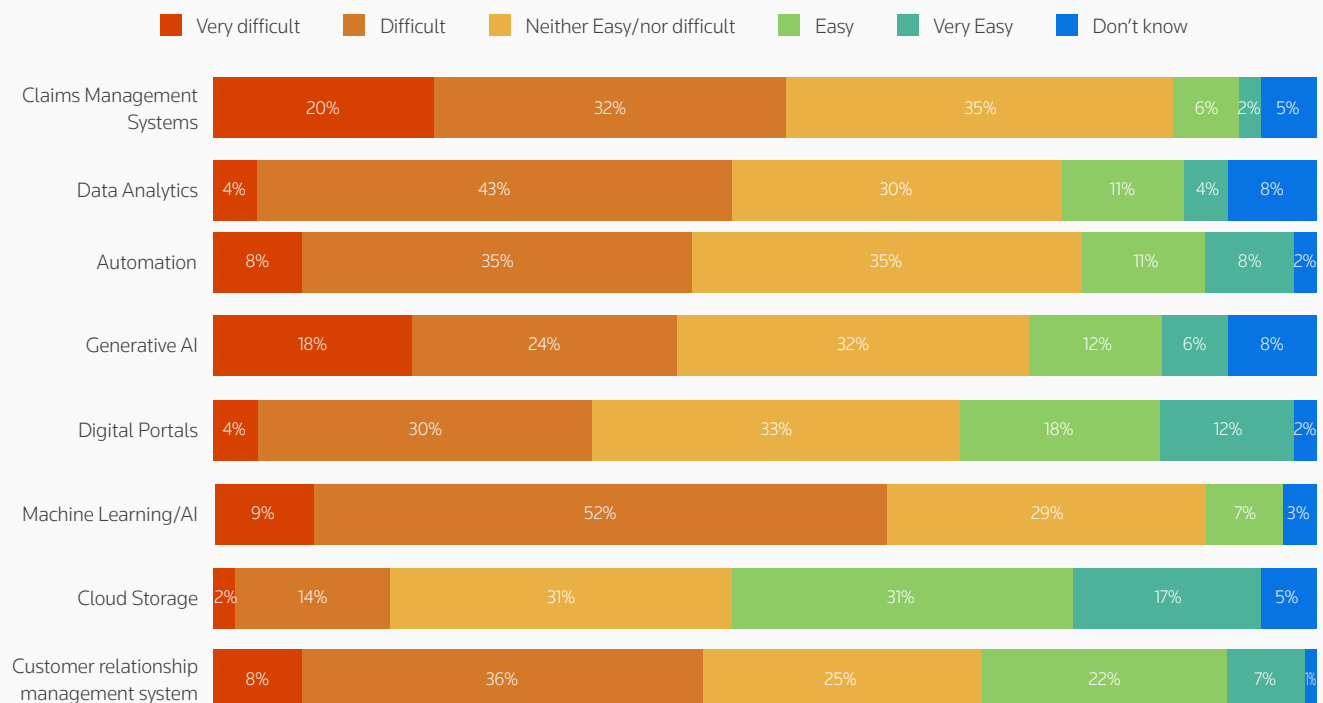
to implement, while just eight percent said they were easy or very easy.

Combined with its status as the technology identified by the greatest share of respondents to experience cost overruns, investments in claims management systems would appear to be troublesome to navigate. Furthermore, a similar share of respondents stated claims management systems to be difficult to implement in last year's survey, hinting that this has been a persistent issue that vendors have not had much success in addressing.

Figure 9

Cloud storage is the easiest technology to implement, in stark contrast to AI/Machine Learning technologies

Share of respondents selecting how easy or difficult specific technologies were to implement within their organization

Legend: ■ Very difficult ■ Difficult ■ Neither Easy/nor difficult ■ Easy ■ Very Easy ■ Don't know

Technology	Very difficult	Difficult	Neither Easy/nor difficult	Easy	Very Easy	Don't know
Claims Management Systems	20%	32%	35%	6%	2%	5%
Data Analytics	4%	43%	30%	11%	4%	8%
Automation	8%	35%	35%	11%	8%	2%
Generative AI	18%	24%	32%	12%	6%	8%
Digital Portals	4%	30%	33%	18%	12%	2%
Machine Learning/AI	9%	52%	29%	7%		3%
Cloud Storage	2%	14%	31%	31%	17%	5%
Customer relationship management system	8%	36%	25%	22%	7%	1%

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Respondents were also statistically more likely to identify data analytics and machine learning/AI technologies as being difficult to implement. There have been sizeable increases to the share of respondents stating these technologies to be difficult to implement year-on-year – both increasing by around 20 percentage points on our 2024 survey – which may be a reflection of the increasing share of respondents implementing these technologies.

Among the easiest technologies to integrate would appear to be cloud storage systems, identified as either easy or very easy to implement by 48% of respondents, and digital portals, identified by 30% of respondents.
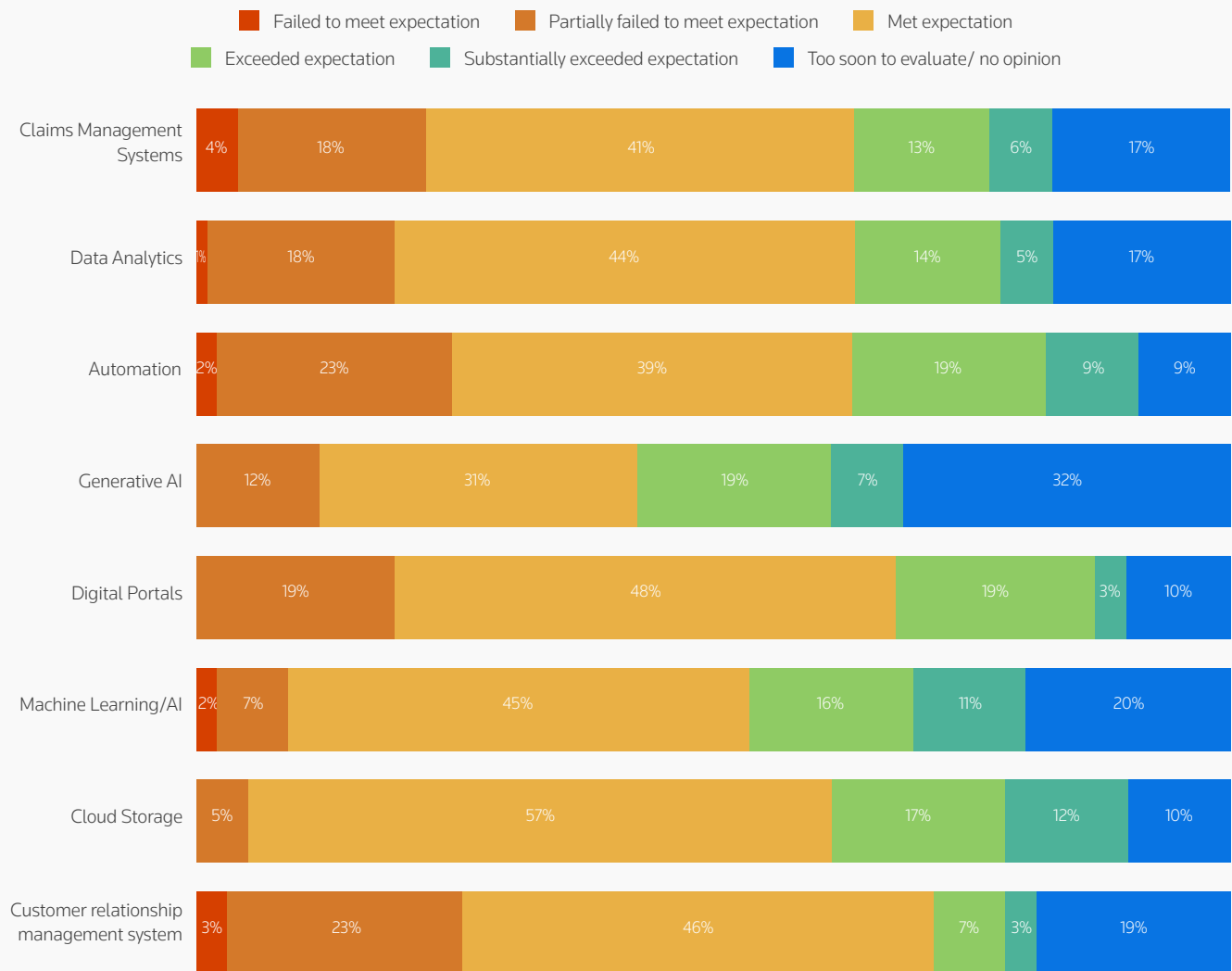
There is better news, however, for how technology investments have fared in meeting expectations. Most technologies have at least met respondent expectations, as shown in figure 10.

The two technologies most likely to have exceeded expectations in this year's survey are cloud storage and automation, selected by 29% and 28% of respondents

Figure 10

While generative AI has performed well comparatively, a sizeable share of respondents consider it too early to evaluate

Share of respondents identifying how technology investments have fared against meeting organizational expectations

Legend:
- Failed to meet expectation
- Partially failed to meet expectation
- Met expectation
- Exceeded expectation
- Substantially exceeded expectation
- Too soon to evaluate/ no opinion

Technology	Failed to meet	Partially failed	Met	Exceeded	Substantially exceeded	Too soon to evaluate
Claims Management Systems	4%	18%	41%	13%	6%	17%
Data Analytics	1%	18%	44%	14%	5%	17%
Automation	2%	23%	39%	19%	9%	9%
Generative AI		12%	31%	19%	7%	32%
Digital Portals		19%	48%	19%	3%	10%
Machine Learning/AI	2%	7%	45%	16%	11%	20%
Cloud Storage		5%	57%	17%	12%	10%
Customer relationship management system	3%	23%	46%	7%	3%	19%

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respectively. Automation technologies are a consistently strong performer among our Technology Benchmarking survey, scoring favorably for demonstrating ROI, ease of implementation and meeting expectations. While it may not be as a versatile a tool as data analytics, it is evidently performing well within overall digital transformation projects.

One perhaps interesting result within our survey is that of generative AI. Around one-third of respondents have said it remains too soon to evaluate the performance of generative AI against expectations, supporting other suggestions within our research that investments in the technology remain nascent. While just 12% of respondents have said generative AI has at least partially failed to meet expectations – a strong result compared to other, more established technologies we have surveyed around – it would appear to be too soon to fully evaluate generative AI's performance.

PREVALENT IMPLEMENTATION CHALLENGES BY TECHNOLOGY

For technologies that have been identified as particularly challenging to implement – data analytics, machine learning/AI, and claims management systems – we can conduct further analysis on survey responses to identify what specifically is making them challenging.

Data analytics: The most prevalent challenges for implementing data analytics relate to the need for integrated, centralized data within the organization, alongside data hygiene and governance standards. Collating data from many disparate sources across organizations can be particularly challenging, while failure to do so leads

to integration issues. As a result, it is critical that insurers looking to implement data analytics capabilities consider the impact this has on the entire organization and how existing data governance strategies may need to evolve in tandem with technology investments.

Machine learning/AI: Similarly to data analytics, challenges with integrating machine learning/AI technologies mostly stem from data management and/or governance, with the additional factor of protection and regulatory concerns. This is felt more acutely in the use of such technologies in pricing models, which one respondent noted the requirement of regulator agreements for.

Claims management systems: Survey respondents indicated that implementing new claims management systems is being made particularly challenging by the complexity of migrating away from legacy systems. This is not only increasingly complex but also requires significant resource due its labor-intensive nature. As one respondent noted, claims management systems touch all phases of the claim, from FNOL to payment, which makes requirements and end-to-end testing of systems notably difficult. As a result, migrating to new claims management system is typically more challenging and time-consuming than initially anticipated. Implementation programs can also be beset by a need for new training to be rolled out across the business.

One common thread to note with regards to implementation concerns is the need for robust data governance and organization-wide data strategies. This therefore must be a consideration prior and throughout any digital transformation project.

ATONU/ADOBE STOCK

![Reuters Events logo]

TAMEEM/ADOBE STOCK

UNLOCKING INSURER PROCUREMENT CHALLENGES

While insurers can do their best to foster and accelerate change within their organizations, successful digital transformations frequently require the careful management of external providers and vendors.

This has been a particular pinch point in previous editions of our Technology Benchmarking survey, with vendor frustrations becoming routine. As figure 11 highlights, this remains the case, with three challenges particularly prominent.

When it comes to working with vendors, insurers find a lack of business or industry understanding, products failing to live up to what was promised, and high implementation costs as the three primary challenges today. Delays in implementation were also mentioned prominently.

These challenges were also the most cited in last year's survey, which would indicate that challenges have not completely subsided. However, there has been a notable shift in the share of respondents citing specific challenges. While 35% of respondents in this year's survey cited delays in implementation as being challenging, this is down considerably on our 2024 survey when 59% of respondents claimed implementation delays were challenging. This may suggest then that there has been some progress on this front.

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COMMON VENDORS PER TECHNOLOGY

Our Technology Benchmarking survey also sought to identify which vendors are being routinely approached for specific technologies being procured and found a wide array of technology suppliers now serving the insurance industry. Nearly 30 vendors were mentioned by name more than once across the technologies we surveyed for, however respondents also indicated a high rate at which tools are being developed internally, perhaps a reflection of the more specific demands of the insurance industry.

Data analytics: Microsoft is, perhaps unsurprisingly, the most popular supplier of data analytics tools for our respondents, however a large share of respondents also indicated that analytical tools were being developed internally. Data analytics is perhaps unique in this regard, with some insurers clearly indicating a preference for more bespoke solutions built according to specific requirements than anything off the shelf.

Generative AI: Microsoft is also the most mentioned technology partner or vendor in the generative AI space, perhaps a result driven by the tech giant's highly customizable and integrated Copilot becoming increasingly popular. Others mentioned include ChatGPT developer OpenAI, Amazon and Google.
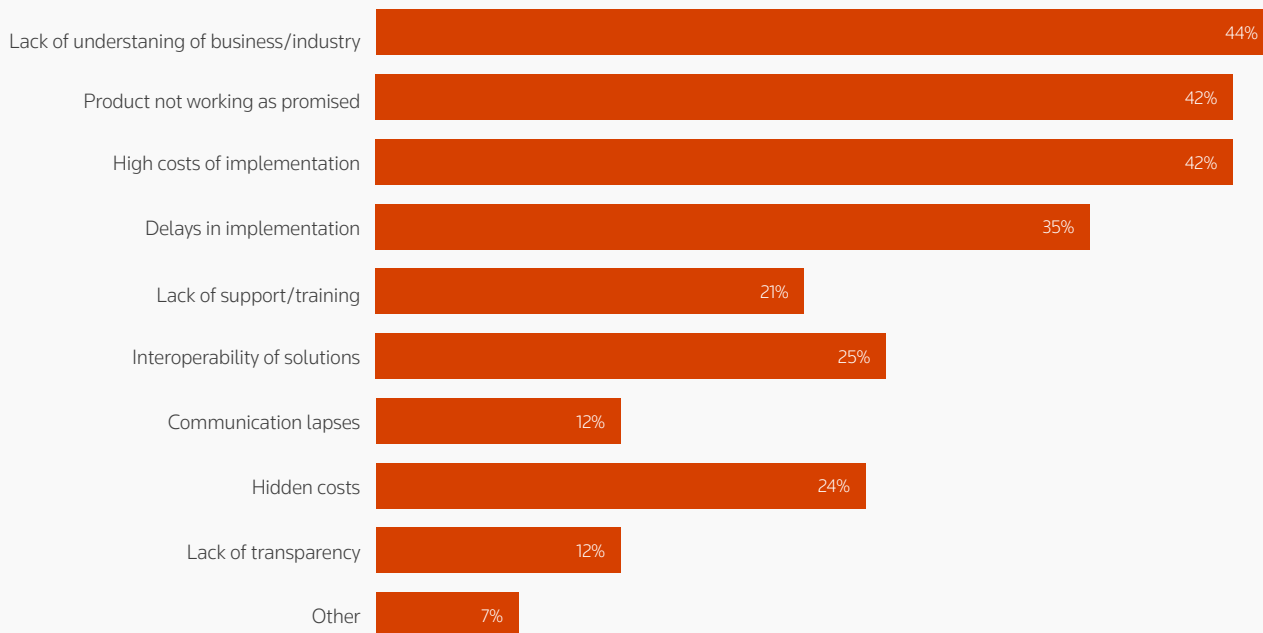

HENG HENG - AI.STOCK/ADOBE STOCK

Automation: Respondents indicated diverse mix of tech partners and vendors being used for automation technologies, alongside a high share of respondents indicating that this, much like data analytics, is an area for internal development too. Particular vendors mentioned include the likes of Guidewire, Applied, UiPath and Microsoft.

Claims management systems: Guidewire was the most mentioned partner/vendor for solutions in the claims management space, however this was another area where we recorded a comparatively high incidence of internally-developed tools.

Figure 11

The primary complaint levied against vendors by insurers is that they lack understanding of the business and/or industry

Share of respondents selecting the biggest challenge(s) they have faced in working with technology vendors

Challenge	Share
Lack of understaning of business/industry	44%
Product not working as promised	42%
High costs of implementation	42%
Delays in implementation	35%
Lack of support/training	21%
Interoperability of solutions	25%
Communication lapses	12%
Hidden costs	24%
Lack of transparency	12%
Other	7%

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METHODOLOGY

The Reuters Events Insurance Technology Benchmarking Survey 2025 was conducted in December 2024-January 2025 to obtain an understanding of technology benchmarking in the insurance industry.

Our respondents are 388 insurance professionals from different locations. Specifically, 47% are based in the USA; 16% in Canada; 4% in Great Britain; 2% each in Austria, Australia, India and Spain; 1% in each in France, Germany, Portugal, China, Italy, Turkey, Ireland, Nigeria, South Africa, Dominican Republic, Hong Kong (S.A.R), Brazil, Ghana and Switzerland. Of the selected respondents, 65% are in senior leadership, board, or senior management roles, while 26% are in mid-management roles.

Our respondents are from organizations that offer property and casualty insurance, life insurance, health insurance, auto insurance, commercial or specialty insurance, reinsurance as well as insurance brokerage. 33% of surveyed companies have revenues of $250 million or less, 28% have revenues between $251 million and $5 billion and 22% have revenues over $5 billion. 26% of respondents report their organizations' employee headcount to be 250 and under. 42% say their companies are lower mid-sized at 251-5,000 employees, 8% are upper mid-sized at 5,001-10,000 employees, and 19% per cent report over 10,000 employees.

The data was gathered through web surveys which were designed and implemented following strict market research guidelines and principles. Survey invitations were sent to the internal Reuters Events insurance contacts database; two survey invitations were sent out. For data analysis, significance testing at 95% confidence intervals were conducted. There might be limitations where the survey cannot represent an overview of the current state of technology in the global insurance industry; the representativeness is limited in certain regions. All statistics noted in this report and its figures referenced the survey: Reuters Events Insurance Technology Benchmarking, 2025.

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