

































		Short Term Impact-RPA (1-5 years)	Long Term Impact-R&CA (5-10 years)
<b>Product and Underwriting</b>	Marketing	 Digital Marketing, Campaign Mgmt.	 Customer Segmentation, Focused and Customized Marketing
	Product Development	 Digital products	 Customized products based on individual preferences
	Underwriting/Actuaries	 N/A	 Customer Segmentation, Focused and Customized Marketing
<b>New Business Development</b>	Sales Support	 Channel Management	 Channel Management through Advanced Analytics
	Customer Management	 Automated Complaints and Issue Management	 Lifestyle Pattern Intelligence
	New Customer Acquisition	 Automated Customer Onboarding	 Targeted Customer Acquisition
<b>Policy Processing</b>	Policy Issuance	 Business Rules Administration	 Cognitive Analytics Enabled Self Correcting Processes
	Policy Servicing	 Business Rules Administration	 Cognitive Analytics Enabled Self Correcting Processes
	Regulatory & Business Reporting	 Automation of Rules based Reporting Capabilities	 Intelligent Reporting and Analysis Capabilities
<b>Claims</b>	Claims Management	 Standard Claims Management Processing	 Advanced Processing Enabled by Image Recognition
	Claims Adjustment	 Automated Processes	 Machine vision to assess simple claims
<b>IT</b>	Application Dev. and Maintenance	 Increased Reliance on Third Party Service Providers	 Standardized Processes and Applications
	Infrastructure	 Increased Reliance on Open Source Technologies	 Migration to Cloud
<b>Support Functions</b>	Human Resources	 Standardized HR Processes, Digital Recruitment	 Standardized HR Processes, Digital Recruitment
	Finance, Tax and Planning	 Standardized Reporting	 Reduced Overheads
	Other Support Functions	 Reduced Overheads	 Reduced Overheads

 Increase in FTEs       Decrease in FTEs