

PwC Session

Insurance Broker Trends

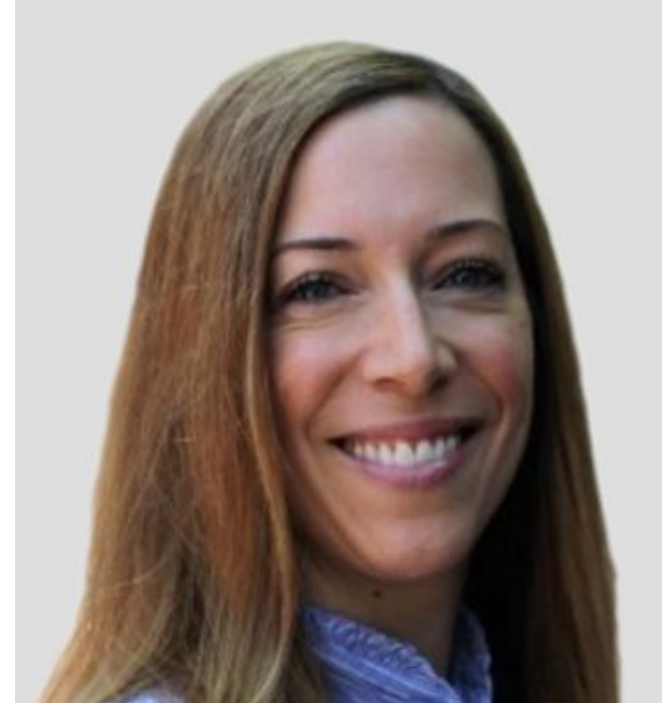


PwC Insurance Brokerage Leadership



Melanie Henderson

Principal
Insurance Broker Solution Lead
Transformation & Technology
PwC



Heather Peacock

Managing Director
Salesforce Insurance Lead
Transformation & Technology
PwC



- **Key Highlights of 2024**
- **Market Trends**
- **GenAI and Managing the Pace of Change**

Market Trends



Emerging risks / new products

- Emerging risks
- Risk avoidance and claims prevention
- New solutions from brokers surrounding the policies

Deal activity

- Big broker deals in 2024
- Q3 uptick in insurance deals

PwC US Deals 2025 outlook

Upcoming release Dec 12, 2024

PwC Insurance 2030

Released in 2024

Sources: PwC Analysis, PwC Outlook Insurance 2030



Technology modernization

- Enhancing digital platforms for sales and servicing
- Integrating channels with carriers and third-parties for seamless interactions
- Modernizing core AMS systems
- Incorporating insights into everything

Sources: PwC Analysis, PwC Outlook Insurance 2030

GenAI (a broader definition)



- **Massive Experimentation**
- **Rapid expansion embedded in core platforms**
- **Build versus Buy decisions**



- **Empowering at all levels**
- **Training new skills and appropriate use**
- **Evolving governance for risk management and compliance monitoring**
- **Urgency for “*sustainable*” outcomes**

PwC AI 2025 Business Predictions

Released Dec 3, 2024



Thank you

