AMTRUST

INITIATIVE	LLM-based quoting platform
AWARD	Celent Model Insurer 2025 for **Customer Experience**
EXECUTIVE SUMMARY	AmTrust wanted to create a capability for its brokers to create a quote using a competitor's proposal, quote, or policy as a basis more efficiently. The goal is to help AmTrust compete for more business faster by getting a competitive quote in front of a prospective customer quickly. The company developed a solution using large language models (LLMs) to extract risk information, generate a quote against the competition and create a personalized summary. This replaces the previous method for doing this, which had brokers re-keying data in manually
IMPLEMEN-TATION TEAM	5 members of AmTrust's IT team 5 representatives from TCS
KEY BENEFITS	• Time for quote extraction and generation reduced from 30 minutes to 5 minutes for brokers • Brokers also benefit from comparison, recommendation and personalized summaries as it reduces need for manual analysis and comparison to understand AmTrust quotation. • The solution was implemented in production within 6 months of concept, providing a lift in business value and making AmTrust more available as an option for clients.
KEY VENDORS	TCS, Microsoft
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