



AI GOVERNANCE AND SUPPORT

*Unlock the Future of Insurance with
AI-Driven Innovation*



In today's rapidly evolving insurance landscape, staying competitive requires not only embracing the power of artificial intelligence but also managing data and AI responsibly. At GreenKite we can support your AI and data journey with strategic advice tailored to your operational challenges, helping you build robust AI and data governance frameworks that align with your business goals, ensure regulatory compliance, and uphold ethical standards.

HOW WE SUPPORT YOU

- **Expertise:** Our team has extensive practical industry experience, ensuring you receive accurate and up-to-date advice on how to meet your AI ambitions
- **Tailored Solutions:** Our tailored AI adoption strategies are customised to fit your business needs, ensuring you get the appropriate support you need when you need it
- **AI Assurance:** Provides confidence in AI governance and compliance, ensuring it is considered by design
- **Best Practice:** Alignment with market best practice which meet industry regulations

KEY AREAS

Our services are designed to support you in addressing operational challenges, building robust AI and data governance frameworks, and ensuring your approach meets regulatory expectations while upholding ethical standards. Whether you're developing new models or scaling existing capabilities, we ensure your governance model supports transparency, fairness, accountability, and long-term value creation.

AI readiness evaluation

Assessment of the current digital maturity, data infrastructure, and business processes to determine AI readiness.

Operational readiness assessments

Identifying capability gaps across people, processes, and platforms.

Strategy and roadmap

AI adoption strategy aligned with your business goals, regulatory environment and operational needs.

Regulatory guidance

Ensure AI implementations comply with data privacy law and insurance best practice.

Data audit

Evaluate the origin, quality, availability, and structure of existing data.

Data governance

Business policies for data security, access control, and ethical AI use.

Process transformation

Redesign workflows around AI capabilities, with clear guidelines on AI assisted v's human decision boundaries and defined processes for managing cases where AI decisions are overridden.

Corporate governance

AI governance support, including Board oversight, ethical frameworks, and model documentation standards.

Risk management

Creation of AI-specific risk register tracking model, operational, and ethical risks. Controls for bias detection in UW and claims.



AI GOVERNANCE AND SUPPORT

*Unlock the Future of Insurance with
AI-Driven Innovation*



WHY CHOOSE GREENKITE?

We are of the market, for the market – our multidisciplinary team of insurance experts offer the benefit of their extensive experience in all aspects of delegated authority, compliance and assurance.

Access deep and broad technical expertise, directed by informed strategic advice and delivered with current market best practice in mind. In addition to an extensive library of templates and reports, we can provide a tailored blend of seasoned expertise through an engagement model designed for your specific needs.

Our commitment to truly collaborative consultancy and dedication to excellent client service provides clients with a long term, trusted partner on whom they can rely, to help grow their business and avoid potential pitfalls.

OUR APPROACH

Accountability matters - we believe in the importance of having a single, senior, dedicated point of contact for every client who is responsible for the overall success of the engagement. Throughout each client relationship, we continually review and reassess resources to ensure we are deploying the appropriate multidisciplinary team that will deliver real value for every client.

Unlike competitors, we do not flood projects with junior technicians, overseen by managers who are often one step removed. We work closely with each client to understand their unique requirements, then strategically apply appropriate technical expertise in the appropriate areas.

This approach delivers actionable, cost-effective solutions to our clients and material improvements to their bottom line.

WE ARE GREENKITE

GreenKite is an award-winning, B Corp-certified, independent professional services consultancy, operating in the UK insurance market. We deliver practical, sustainable solutions that efficiently support internal change while ensuring future resilience and regulatory compliance.

Our flexible solutions are built around three core pillars and underpinned by our team's extensive market expertise and commitment to meaningful collaboration to ensure the best possible client outcome.



HOW CAN WE COLLABORATE?

Talk to us about how we can address your challenges.

E: info@greenkiteassociates.com

T: +44 203 576 1868

W: www.greenkiteassociates.com

