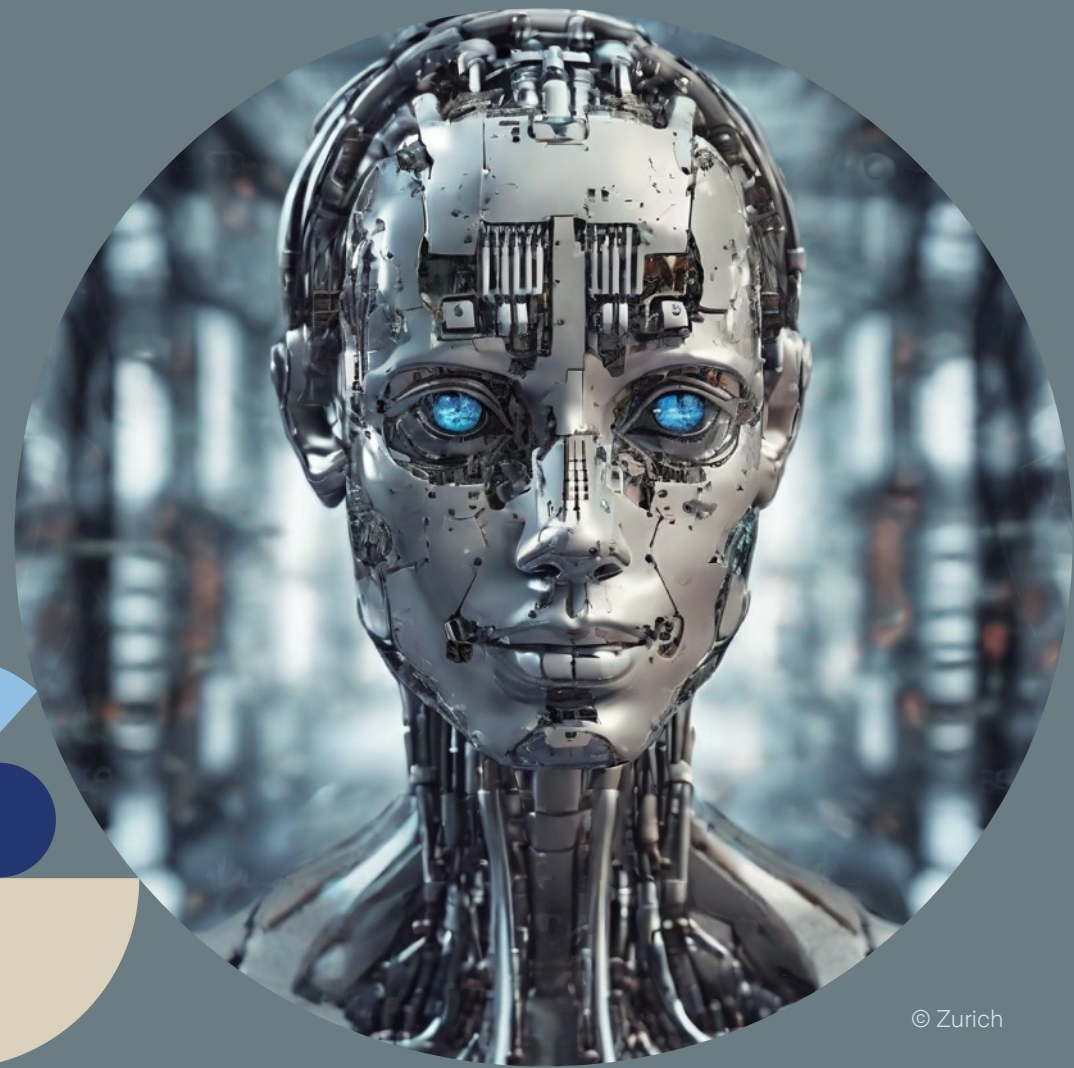


# Artificial Intelligence

Driving re-use and mitigating risks at global scale

Risk Day 2024 / ETH

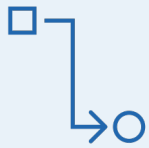
Dr. Christian B. Westermann  
Group Head of AI, Zurich Insurance Company Ltd.



# Driving re-use and mitigating risks at global scale

Scaling of AI comes with APIs and embedded trust

## Business impact



Improving the customer experience with AI

## Convenient access



Offering AI to everybody, everywhere

## Embedded trust



Embed and automate AI Governance

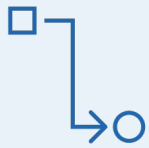
## Upskilling & Training

Making sure everybody understands

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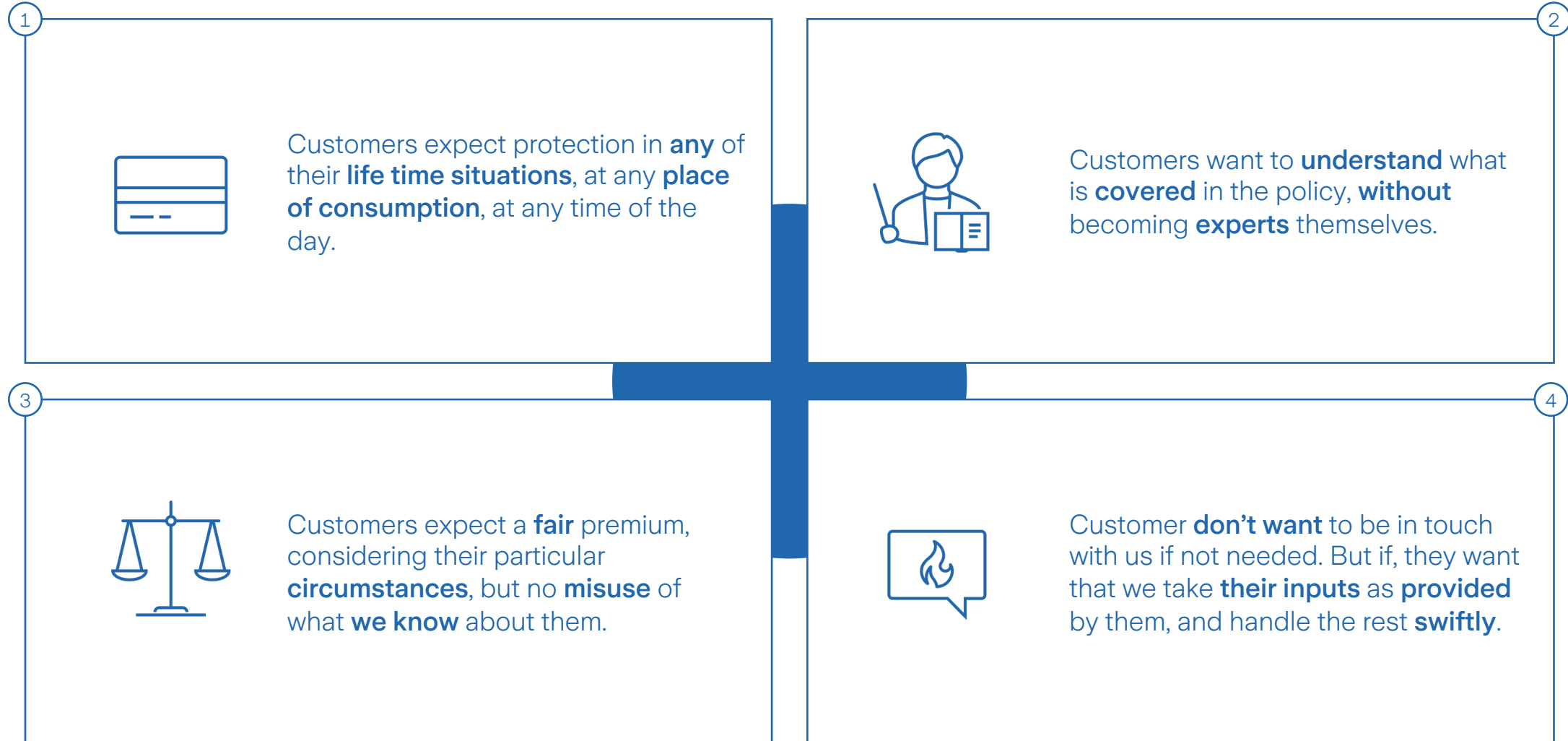
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Making sure everybody understands

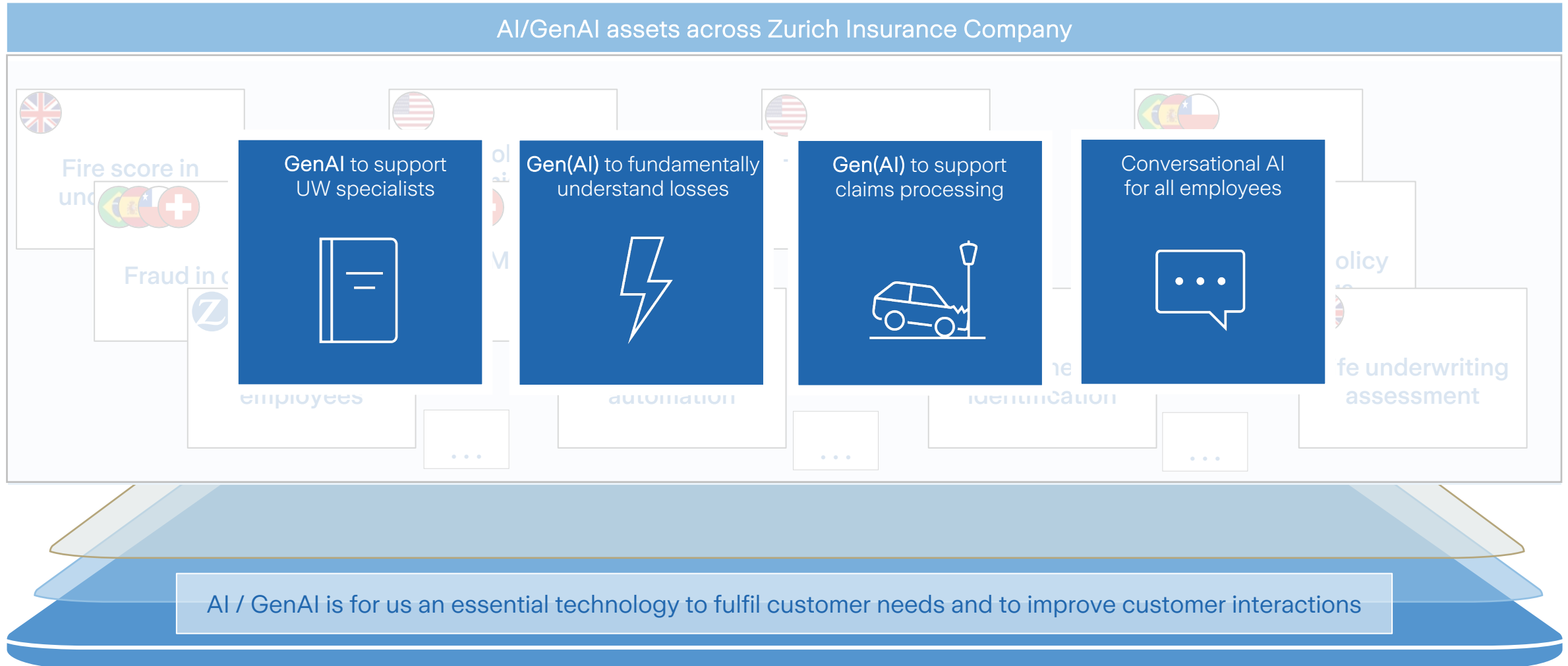
# What are the special needs of customers in insurance

Customer experience in insurance – unique and contradictory



# Using AI across the full insurance value chain

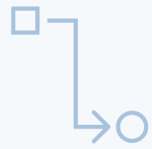
Globally, more than 200 AI-powered solutions have been deployed at Zurich



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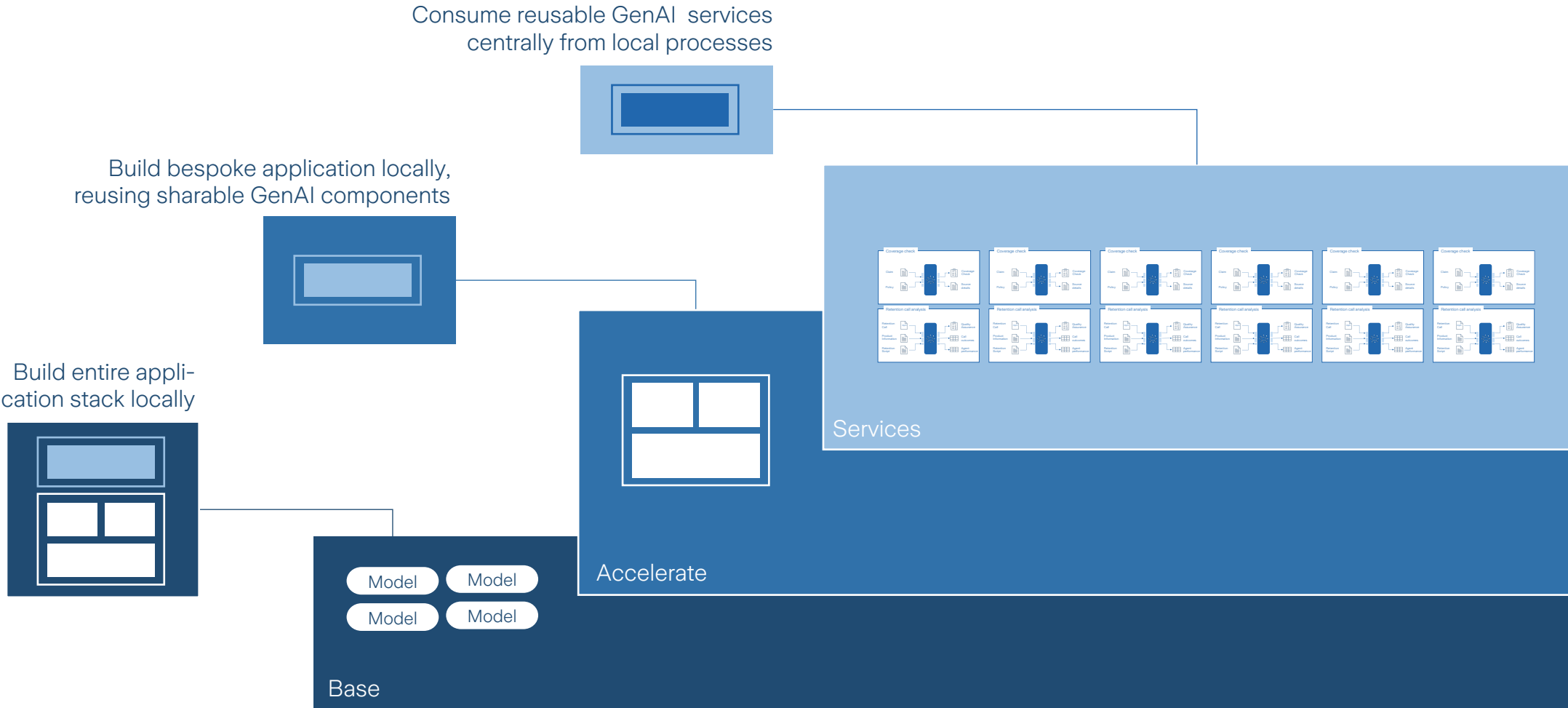
# Using different technology layers to drive GenAI reuse

Development and reuse of AI systems need different platforms

Consume reusable GenAI services centrally from local processes

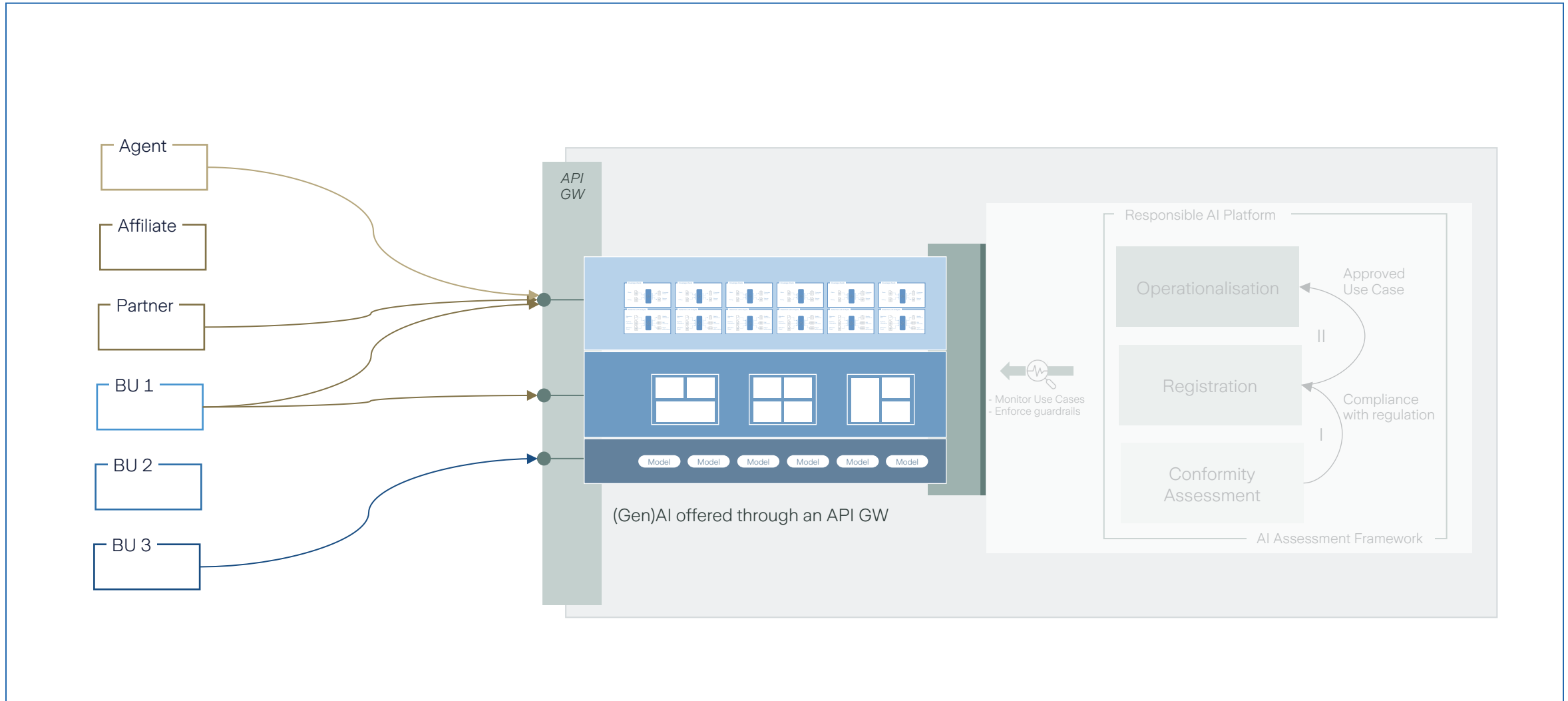
Build bespoke application locally, reusing sharable GenAI components

Build entire application stack locally



# Distribution of (Gen)AI through API Gateways

Driving re-use - consuming AI from everywhere, at any time

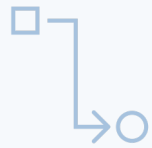




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# Overview: AI-related regulation

Regulation is emerging globally across the different regions in which Zurich operates

High-level overview of regulatory activities in Financial Services / Insurance

## EUROPEAN UNION

- EU AI Act
- EIOPA AI Governance Principles Insurance
- EU AI Governance Standards
- EU Product Liability Directive

## UNITED STATES

- Executive Order on AI Safety & Security
- AI Risk Management Framework (NIST)
- Progressive state regulation (e.g., California, NY, Colorado, D.C)

## UNITED KINGDOM

- Digital Information & Smart Data Bill
- ICO AI and data protection risk toolkit
- AI Regulation Whitepaper / Pro-Innovation Approach

## SINGAPORE

- AI Governance Framework
- MAS Assessment Methodologies for Responsible Use of AI by Financial Institutions

## CHINA

- China's Generative AI Regulation
- Chinese Regulation on Algorithmic Recommendations

## AUSTRALIA

- Australia's AI Ethics Principles
- AI Principles - Australian Human Rights Commission & Actuarial Association

## BRAZIL

- Brazil AI Legislation
- EBIA – Brazilian Artificial Intelligence Strategy

## CANADA

- Canadian AI and Data Act (AIDA)

Regulation is effective

Regulation to become effective soon

Guidance

Principles / White Paper

Several regulations are coming into force soon - the EU AI Act is most progressive and was launched at the end of 2023

# Driving (Gen)AI innovation with a responsible approach

Mitigating risks at global scale

- In 2024 we released our **Responsible AI Commitment**, to strengthen our approach to a safe and responsible use of AI technologies
- The commitment consists of **guiding principles** with focus on **Safety, Transparency, Accountability & Reliability**
- At the operational level, we use the **AI Assessment Framework (AIAF)**, to support AI practitioners in the assessment and mitigation of AI risks
- The AIAF pursues a **risk-based** and **human-centric** approach in line with market/regulatory expectations

## Zurich's Responsible AI Commitment



### Safety

We operate AI models and its data in safe and protected environments



### Accountability

In line with our Code of Conduct, we are committed to acting with integrity, doing the right thing, and using AI responsibly



### Transparency

We disclose to our customers when they are interacting with AI and can explain AI outcomes

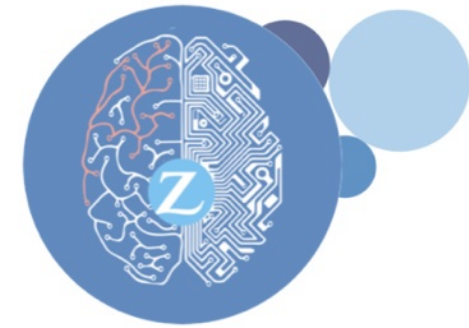


### Reliability

Our use of AI is subject to human oversight that mitigates potential risks, including the prevention of harmful biases

# AI Assessment Framework

Promoting responsible AI-driven innovation for our customers



AI provides a broad spectrum of benefits and business opportunities, but it also poses risks that need to be managed. Governing our AI operations in a safe and responsible what is key to ensure sustainable, customer-centric AI innovation across Zurich. Building on Zurich's Data and Responsible AI Commitment, the AI Assessment Framework (AIAF) has been developed in line with emerging regulation of AI. The AIAF pursues a risk-based approach and is guided by Zurich's Responsible AI Principles of Safety, Transparency, Accountability, and Reliability. The AIAF applies to internally developed and externally acquired AI solutions that Zurich deploys. It is being operationalized via the Responsible AI Platform.

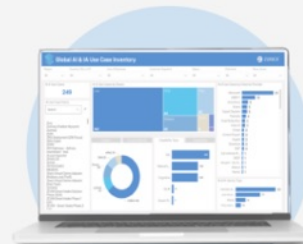


## RESPONSIBLE AI PLATFORM

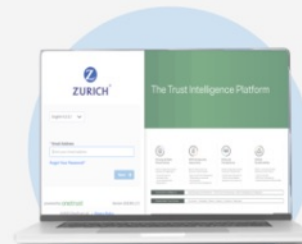
### Generating Business Value

The AIAF is operationalized via the Responsible AI Platform, building on AI Trust, AI Diagnostics & Monitoring, LLM Content Filtering and Guardrails as well as a Global AI Inventory as key components.

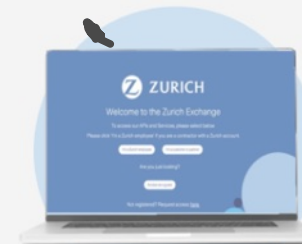
[Learn More →](#)



Global AI Inventory



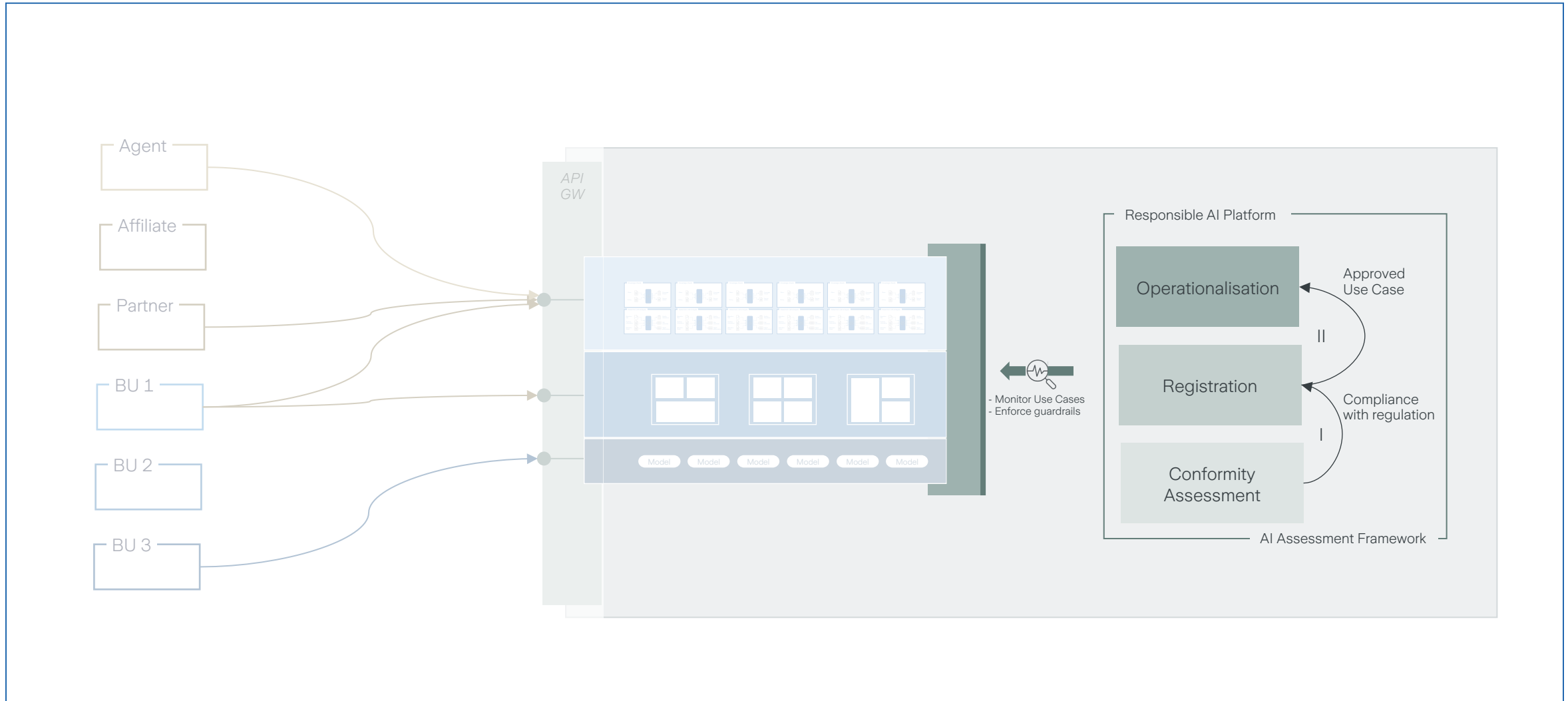
AIAF Tool



GenAI Lounge

# As we expect (Gen)AI to scale, AI safety must scale

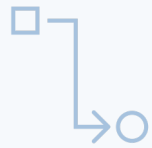
Driving re-use – automating AI safety



# Driving re-use and mitigating risks at global scale

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Making sure everybody understands

# Upskilling the organisation at all levels is essential to scale AI

Driving re-use and mitigating risks at global scale



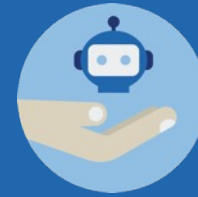
## Business Leaders

- Masterclass program for Business Leaders
- Need to understand the potential benefits of AI for their business
- Need to understand AI risks
- Develop AI strategy for their business
- Understand how to scale AI solutions across the business



## AI Analysts

- Promote available AI solutions in their business areas
- Implement solutions for gathering potential AI Use Cases
- Analyse potential AI use cases and identify the right solution
- Are aware of AI risks and how to mitigate them accordingly



## AI Engineers

- Implement use cases in AI and Generative AI Business Services
- Develop solutions for reusability
- Know how to build and train models for greater accuracy
- Know how to mitigate AI risks during the development process, using the AI assessment framework and related tools



## All Employees

- Have a basic level of understanding of AI
- Identify ways to improve personal productivity with AI solutions
- Understand how low code/no code solutions can be implemented for smaller processes
- Know how to raise use case ideas for analysis for larger AI projects
- Know how to use AI tools which are rolled out in their business areas

Thank you

