

WELCOME!

Your Agency's Greatest AI Asset Isn't AI – It's Your Data

The model you buy matters far less than the data you feed it



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Texas**



**Independent
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Agents of Texas

MEMBERSHIP MAKES YOU STRONGER

Session 1 of Agency AI Labs – Phase 3 (Culture, Data & Protection)



Agency AI Labs

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What you signed up for...



Agency **AI** Labs

PHASE 3

Free AI training for independent insurance agencies.
Real skills. Real workflows. No tech background required.

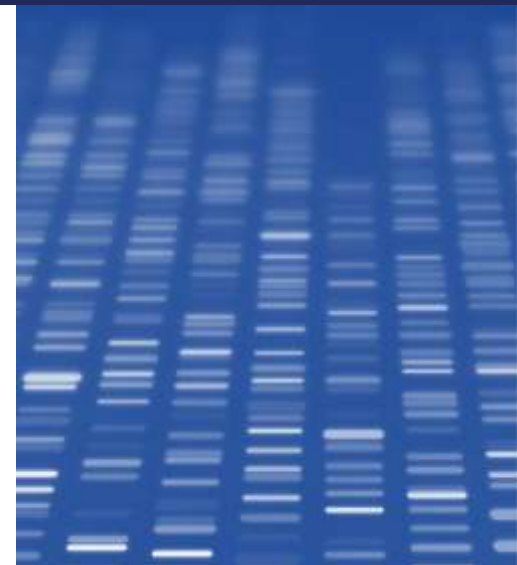
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- ✓ Free for Big "I" Members
- ✓ Free for ACT Partners

Phase 3 Sessions – Tuesdays in Oct • 2PM ET • Live On Zoom & On-demand

6 Oct	Session 1 Your Agency's Greatest AI Asset Isn't AI - It's Your Data
13 Oct	Session 2 Cyber and AI in the Insurance Industry
20 Oct	Session 3 Building Your Agency's Digital Visibility Playbook
27 Oct	Session 4 AI, E&O and Commercial Client Risk



Thank You!

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Meet the Panelist



**Joyce Sigler, CISR, CPIW, CPIA, NcIA,
NcAM, NcSA**

Vice President of Acquisitions and Technology
Agency Licensing and Compliance



QUICK SELF-ASSESSMENT

What Is AI Doing for Your Agency — Right Now

1. Is it a Bot?
2. Is it Automated Workflows?
3. Is it Data Intake Improvement?
4. Is it assisting your staff?
5. Is it Data Intelligence?

Four Questions Every Agency Needs to Answer

Everyone's talking about AI. Fewer are talking about what actually makes it work: the data underneath it. Here's what we're covering today.

01

AMS Data Quality

The data quality issues in your agency management system quietly undermining every AI initiative you launch.

02

Your New Cyber Exposure

How AI tools are reshaping your agency's own cyber risk — not just your clients'.

03

Getting Staff on Board

A real, repeatable framework for bringing a resistant team along instead of around them.

04

E&O & Client Risk

What AI means for your errors & omissions exposure and the risk you carry for commercial clients.

Why This Matters

THE UNCOMFORTABLE TRUTH

Everyone's Talking About AI. Almost No One's Talking About This.

The **quality** of your data determines the quality of every AI result your agency gets back. Get the data wrong, and the model — no matter how advanced — just fails faster and with more confidence.

60%

of AI projects will be abandoned through 2026
because the data behind them wasn't AI-
ready

63% of organizations say they
don't have — or aren't sure they
have — the right data
management practices for AI

THE FOUNDATION

What "Good Data" Actually Means

Not "more data." Not "a bigger AMS." Good data — the kind AI can actually use — has five specific traits.

Accurate

Reflects reality — correct limits, correct effective dates, correct contacts.

Complete

No blank fields standing in for information someone forgot to enter.

Structured

Lives in defined fields, not buried in free-text notes only a human can parse.

Governed

Someone owns it — who can edit what, and how changes get tracked.

Timely

Updated in real time, not refreshed once a year at renewal.

QUICK SELF-ASSESSMENT

Score Your Agency's Data — Right Now

Before we go further: for each trait, ask the question honestly. This is the diagnostic the rest of today builds on.

Accurate

Would a random policy pulled today match what's actually bound?

Complete

How many required fields are sitting blank across your book right now?

Structured

Could a system read your exclusions, or only a person reading the notes?

Governed

If a field is wrong, does anyone know whose job it is to fix it?

Timely

Is client data updated when it changes, or only at renewal?

REAL-TIME DECISIONS

Why Structured Data Wins When Decisions Happen Instantly

Quoting, binding, and claims triage are moving from "a person reviews it eventually" to "a system decides right now." That shift changes what your data has to be able to do.

THE OLD MODEL

- ✗ Free-text notes a human reads and interprets later
- ✗ Batch updates — data refreshed overnight or at renewal
- ✗ One employee's institutional memory fills the gaps
- ✗ Inconsistent fields across lines of business and offices

WHAT AI-READY LOOKS LIKE

- ✓ Structured fields a system can read instantly, no interpretation needed
- ✓ Live updates — changes reflected the moment they happen
- ✓ Standardized data that doesn't depend on any one person
- ✓ Consistent structure across every book, office, and carrier feed

Where Your Data Quality Actually Breaks Down

Your AMS was built to store policy records — not to feed an AI model. These are the specific quality gaps that show up first. **This is Changing**

Duplicate & orphaned records

Merged agencies, old carrier downloads, and manual re-entry leave multiple versions of the same client.

Free-text everywhere

Critical details — exclusions, special instructions, prior claims — buried in notes fields AI can't parse.

Siloed systems

AMS, rating engines, and carrier portals that don't talk to each other, so no single record is the truth.

Stale renewal data

Client and exposure information that's only as current as the last renewal conversation.

The Agency Service vs. Operation

THE PRICE TAG

What Poor Data Quality Is Actually Costing You

It rarely shows up as one big loss. It shows up as missed renewals, rework, and E&O exposure that quietly compounds all year.

\$12.9M

average annual cost of poor data quality per organization

15–25%

of revenue lost on average to bad data, per industry research

4 hrs/wk

producers save with AI — but only when the underlying data is trustworthy

Sources: Gartner Magic Quadrant for Data Quality Solutions; MIT Sloan / Cork University research; Liberty Mutual AI-use study

How AI Is Reshaping Your Agency's Own Cyber Exposure

This isn't just about the cyber policies you sell. Every AI tool your team adopts creates a new flow of your data — and a new attack surface around it.

Shadow AI

Staff pasting client PII, loss runs, or policy details into public tools with no data agreement in place.

New data flows

AI copilots and integrations create new pipelines between your AMS and third-party servers — new places for a breach.

Vendor risk

Every AI vendor is now part of your security perimeter, whether or not you vetted their controls.

Credential exposure

AI tools with broad system access become a high-value target if a login is ever compromised.

AI's Impact on E&O and Commercial Client Risk

AI is only as reliable as the data and policy details it draws on. Feed it bad data and it produces confident, authoritative-sounding, wrong answers.

WHERE EXPOSURE SHOWS UP

- ⚠️ AI drafts coverage explanations with confident, but inaccurate, details
- ⚠️ Binding recommendations that skip underwriting guidelines
- ⚠️ Client-facing risk summaries that miss a critical exclusion
- ⚠️ Confidential submission data entered into unapproved tools

HOW AGENCIES REDUCE IT

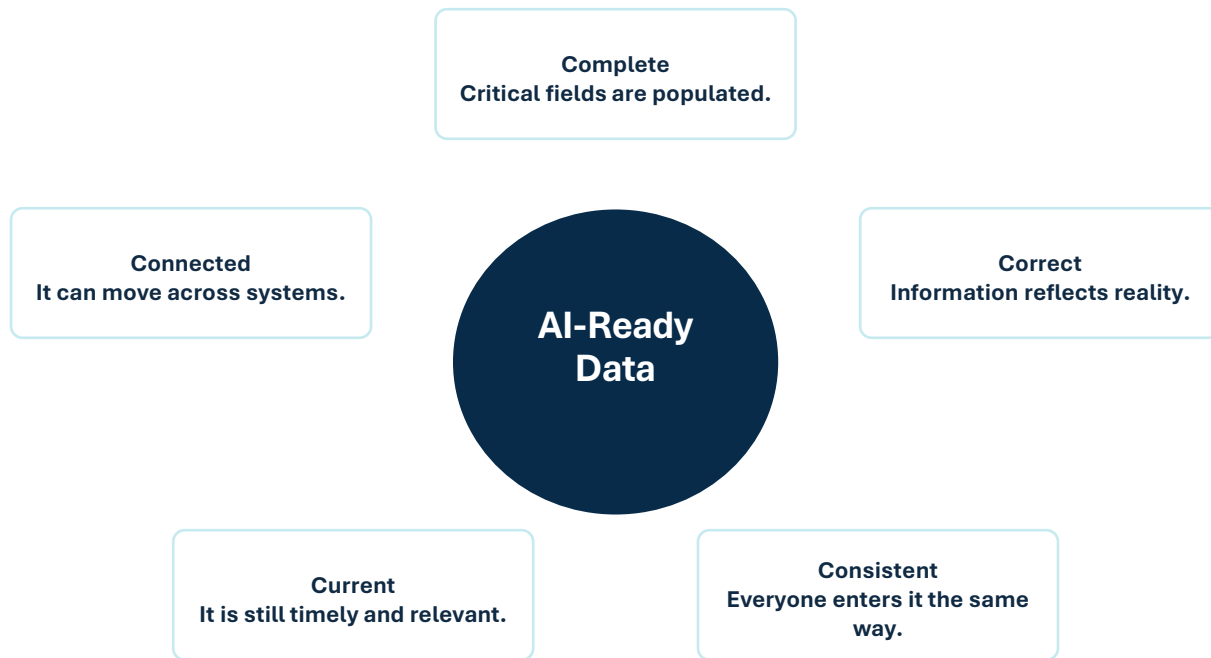
- ✓ Licensed producers verify every AI output against the actual policy form
- ✓ A written AI-use policy: approved tools, allowed inputs, required reviews
- ✓ Vendor contracts reviewed for confidentiality & liability terms
- ✓ Documentation of AI-assisted work as part of the client file

What Does “Good Data” Actually Mean

The 5 C”s of AI –Ready Insurance Data

What does “good data” actually mean?

AI-ready data is not just a clean database. It is usable, trusted information.



DATA QUALITY IS A HABIT, *NOT* A PROJECT

Getting a Resistant Staff on Board: A Real Framework

Good data quality isn't a one-time cleanup — it's a daily habit your team has to own. Adoption fails when it's handed down, not built with them. A four-step path that sticks.

1

Name the fear

Ask staff directly what worries them about AI — job security, being replaced, looking incompetent — before you pitch a tool.

2

Start with one narrow win

Pick a single, low-stakes task (e.g., cleaning duplicate AMS records) and prove it saves real time.

3

Train on the workflow, not the tool

Show how it fits their actual day, with a named person they can ask when it breaks.

4

Make it two-way

Build a feedback loop so staff can flag bad AI output — and see that feedback change the process.

Your Practical Roadmap: Next 90 Days

Practical, data-first steps every agency can take today to prepare for the next generation of AI-powered workflows.

DAYS 1–30 Audit

- Run a duplicate & completeness check on your AMS
- Identify your top 3 free-text fields hiding structured data
- Map every system that touches client data

DAYS 31–60 Govern

- Assign a data owner for the AMS
- Draft a written AI-use policy
- Set required fields at point of entry, not after

DAYS 61–90 Pilot

- Choose one narrow, low-risk AI use case
- Train the team that will use it directly
- Document outcomes before you expand scope

LOOKING AHEAD

What Good Data Unlocks Next

The agencies that fix their data foundation now are the ones positioned to actually use the next wave of AI-powered workflows — not just talk about it.

Real-time quoting & triage

Instant decisions built on structured, trustworthy data instead of a person double-checking everything.

Agentic workflows

AI that can take multi-step action on renewals and endorsements — safely, because the data it acts on is clean.

Proactive risk insight

Cross-sell and E&O red flags surfaced automatically, instead of found after the fact.

KEY TAKEAWAYS

Good Data Isn't the Support Act — It's the Whole Show

Your AMS is the foundation

AI can't outperform the data quality of the system feeding it.

Your risk changed too

AI adoption creates new cyber and E&O exposure your agency now owns.

Buy-in beats a mandate

Staff adoption is a change-management problem before it's a technology one.

Start narrow, start now

One clean use case, well-governed, beats a broad rollout on messy data.

The agencies that win the next AI cycle won't be the ones with the newest tool. They'll be the ones with the cleanest data.

Thank You

Questions? Reach out anytime.

CLOSING & WHAT COMES NEXT

Upcoming Session

Oct 13 @ 2pm ET

Session 2 – Cyber and AI in the Insurance Industry



Homework

Send us your AI cybersecurity questions for the session! act@iiaba.net

Please fill out the after-session survey!

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