

A Leader in InsurTech

Kevin Gregson, global leader for commercial and client development at Willis Towers Watson, helps insurance clients innovate with new technology. Says Gregson, “In partnership with Plug and Play and emerging insurance technology players, we offer a tremendous line of sight for companies exploring InsurTech solutions.” The following Q&As are excerpts from a recent interview.

How should InsurTech be thought about?

The way we think about InsurTech at Willis Towers Watson is in terms of the entire insurance value chain. We sit in a unique position that way, advising insurers across the globe on all aspects of value creation and risk management. High on insurance company agendas right now are technology solutions to: improve customer experiences, unlock the potential of advanced analytics and drive cost savings with automation. We can help insurers harness technology to either unlock or create value in any part of the value chain.

What do you see as the biggest disrupters as a result of technology in insurance?

It's a great question and one that we get a lot. If you would have asked me that question a few months ago, I think the answer may have been artificial intelligence (AI) because everyone has been talking about AI and automated machine learning. It's a very important dimension. What we're seeing now is that AI has become table stakes. Everyone is embedding AI into other platforms and other technologies. Where the most disruption is actually going to occur is in an emerging category — low-code and no-code platforms that take the very powerful technology in AI and automated business processes and make it accessible to non-developers and non-technicians. The ability to build great solutions that leverage AI and automation without having to be a coder will be a tremendous industry disrupter over time.

How does Willis Towers Watson leverage InsurTech to create synergy across businesses?

We focus a great deal on the start-up-driven community and ways that we can enhance our own business platform using new technology to create value for clients. We also apply our existing insurance technology more broadly in noninsurance environments, including human capital and other areas where we're looking at risk and value. Our insurance technology is very well suited for wider applications as well as integration with a company's existing technology.

Willis Towers Watson 

- Provides a powerful combination of advisory services.
- Integrated with leading-edge technology solutions.
- Unparalleled analytic capabilities.



“We see a lot of innovative technology that enables us to find new ways to create value for us and for our clients.”

Kevin Gregson

Global Leader, Commercial and Client Development
Willis Towers Watson



Go to the Issues & Answers section at bestreview.com to watch an interview with Kevin Gregson.