

Simpli Automation Launches AI-Powered Policy Review Agent to Accelerate Insurance Broker Productivity

London, UK - May, 2025 — Simpli Automation, a leader in intelligent automation solutions for insurance professionals, is proud to introduce its *Policy Review Agent*, an AI-powered tool built to radically reduce the time and effort brokers spend reviewing insurance policies — across **any line of business**.

Brokers today can spend **up to 6 hours** per client reviewing existing coverage, identifying gaps, and preparing recommendations. Simpli's Policy Review Agent compresses that process to **under 20 minutes**, allowing brokers to deliver faster, more accurate, and more personalised advice — all at scale.

"Whether you're working in health, auto, commercial, or specialty lines, the Policy Review Agent eliminates the manual grind and puts structured insights in your hands instantly," said Mick McGurn, CEO of Simpli Automation. "This is the kind of speed and intelligence brokers have been waiting for."

Key Benefits:

- **Multi-Line Compatibility:** Supports health, auto, life, commercial, and other insurance policy formats.
- **Intelligent Comparison Engine:** Detects key differences across policy documents and flags actionable items.
- **Client-Ready Outputs:** Generates tailored summaries and recommendations brokers can share with clients in minutes.
- **Secure and Compliant:** Built with privacy and regulatory compliance in mind.

Built for Brokers - Not Just Enterprises

The Policy Review Agent is part of Simpli's broader lite CRM and productivity platform, built specifically for brokers who value independence and efficiency. It integrates seamlessly into existing workflows and is already in pilot with our partners at Movo Partnership.

About Simpli Automation

Simpli Automation creates AI Agents to help brokers automate admin-heavy tasks, improve client experiences, and grow sustainably. Its modular suite includes policy reviews, task/email management, and a central Knowledge Hub - all designed to save time and elevate service quality.

Contact:

Bel Gaia, Marketing Executive

E: bel@simpliautomation.com

T: +351 910 408 943

W: www.simpliautomation.com