



# تأمين وتحول رقمي: دور التكنولوجيا في تحسين صناعة التأمين في العالم العربي

**Duration:** 5 Days

**Language:** ar

**Course Code:** P05-123

## Objective

:By the end of this course, participants will be able to

- Understand the drivers and challenges of digital transformation in insurance
- Analyse the role of data, AI, and automation in underwriting and claims
- Assess the potential of blockchain and digital platforms in insurance operations
- Apply customer-centric digital tools to improve service and engagement
- Develop strategic digital roadmaps for sustainable transformation

## Audience

:This course is ideal for

- Insurance executives and managers
- Digital transformation leaders in the financial sector
- Risk and compliance officers
- IT specialists in insurance companies
- Product development and innovation managers

## Training Methodology

The course combines expert presentations, case studies, technology demonstrations, and group discussions. Participants will analyse real-world applications of digital tools in insurance and .develop actionable strategies for their organisations

## Summary

This forward-looking training course explores the impact of digital transformation on the insurance sector, focusing on how emerging technologies are reshaping products, processes, and customer engagement. Participants will learn how innovations such as artificial intelligence, blockchain, big data, and automation are modernising underwriting, claims management, risk .assessment, and compliance

The course equips insurance professionals with the knowledge and tools to embrace digital transformation strategically, ensuring competitiveness, efficiency, and improved customer experiences. Practical case studies will highlight how insurers worldwide are successfully .adopting digital strategies to thrive in an evolving market

## Course Content & Outline

### Section 1: Introduction to Digital Transformation in Insurance

- .Definition and scope of digital transformation •
- .Global trends shaping the insurance industry •
- .Opportunities and challenges for insurers in the digital age •

### Section 2: Data, Analytics, and AI in Insurance

- .Big data and predictive analytics in risk assessment •
- .Artificial intelligence in underwriting and fraud detection •
- .Improving decision-making through real-time insights •

### Section 3: Automation and Process Optimisation

- Robotic process automation (RPA) in claims management
- Streamlining workflows and reducing operational costs
- Enhancing compliance through digital automation

### Section 4: Blockchain and Digital Platforms

- Blockchain applications for transparency and trust
- Smart contracts and automated claims settlement
- Case studies of blockchain adoption in insurance markets

### Section 5: Customer-Centric Digital Strategies

- Digital platforms for customer engagement and retention
- Personalised products and services through data insights
- Building trust and loyalty in digital-first environments

## Certificate Description

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993، ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

الشؤون القانونية والعقود، التكنولوجيا

## Related Articles



### **Smart Choices: Overcoming Challenges in Insurance Decisions**

Choosing the right insurance involves understanding types, assessing needs, and weighing cost-benefit. Key steps include comparing premiums, deductibles, coverage, and insurer reliability. Avoid pitfalls like underestimating coverage or ignoring policy details. Consult .professionals and consider future needs for optimal protection and peace of mind