
AI and Trust in Insurance

Date: 5 May 2026 (Tuesday)

Time: 3pm – 5pm

Mode: Zoom

Course Outline

Artificial intelligence is rapidly transforming underwriting, claims handling and customer engagement in the insurance sector. For insurance intermediaries in Hong Kong, understanding how AI affects transparency, fairness and consumer trust is increasingly important. This session explores how AI is used across the insurance value chain and the risks it presents for insurers, intermediaries and policyholders. It also examines practical approaches to maintaining trust when AI systems are used in insurance decision-making.

Speaker

Mr. Jeff Heasman

Jeff Heasman worked as a litigation executive and senior liability adjuster before branching out into language and psychology. Jeff holds both a bachelors and a masters of law degree, is a qualified language instructor and also a certified practitioner member of the Academy of Modern Applied Psychology as well as a member of the Association of Business Psychology.

Jeff maintains a close connection to the industry by regularly providing consultancy in areas such as law and communication and he provides consultations with individuals and teams regarding cognitive skills, such as decision-making and problem-solving.

Jeff is recognised as an expert in the field of negotiations within the insurance industry. Other areas of specialist expertise include insurance fraud, claims handling and the synergy between product design, brand promises, marketing messages and customer expectations.

Jeff is currently completing a doctoral thesis with a Swiss business school, focusing on human v automated decision-making in insurance claims and its potential impact on customer trust.