

# From the Front Lines: Claims Adjusters Speak Out

*New research exposes the reality of AI adoption in claims. The most comprehensive analysis of experiences from over 1,000 professionals across the US.*

ROCK HILL, SC, UNITED STATES, March 11, 2025 /EINPresswire.com/ -- A comprehensive new study released today by [Nikki Jackson](#), CPCU, ARM, CDMS, Founder and CEO of Elevate the Narrative, reveals a significant disconnect between insurance industry AI investments and frontline implementation in claims departments. The research, titled "From the Front Lines: Adjusters Speak Out," surveyed 1,013 claims professionals between August 2024 and February 2025, uncovering concerning gaps in technology adoption and training.

Despite widespread industry rhetoric about digital transformation, the study found only 32% of claims adjusters report using AI tools in their daily work. Of those who do use AI, applications vary widely: 40% use it for claims processing, 35% for data analysis, and 25% for customer communication—revealing inconsistent implementation strategies across organizations.

"The insurance industry has invested billions in AI and automation technologies, but our research shows these investments aren't effectively reaching the professionals who need them most," said Nikki Jackson. "With 65% of claims professionals receiving little to no AI training and 58% reporting low confidence in using available technological tools, we're seeing a critical implementation gap that undermines the potential benefits of these investments."

Other key findings related to technology adoption include:

- Significant disparity in AI implementation across different claim types and organization sizes
- Technology infrastructure cited as a primary challenge by 65% of respondents



Nikki Jackson, CPCU, ARM, CDMS, Founder and CEO of Elevate the Narrative



announce that I'll soon be rolling up my sleeves to tackle these issues head-on in a new role. Stay tuned for more details about this next chapter."

Note to editors: Nikki Jackson is available for interviews and additional commentary on this research. High-resolution graphics illustrating key findings are available upon request (njackson@elevatethenarrative.com).

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