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Harnessing Artificial Intelligence to enhance the mobile insurance claims management process

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Abstract

There's a good deal of change in the world of insurance. The growth of the Digital Era has created open doors for technology-driven insurance claims management mechanisms. At the same time, mobile technology and AI have been used to be shared within the insurance industry. Tradition has undergone great change: one could not have imagined nor even envisioned any sort of internet-based and smartphone interfaces. The digital presence is improving the competence, transparency, and promptness of the claim's management process in insurance. Traditional backlogs-sorry for saying it: whining about paper documentation, physical verification, not keeping commitments, and complete unresponsiveness to the insured's claims-have brought trouble to the industry; particularly in the non-adhesive insurance sector, it leads to customer dissatisfaction and fineness. Customers have become increasingly impatient for those on-demand or real-time operations they can get through mobiles, which mandate insurance companies to restructure claims-filing processes so as to fit their expectations and without diverging into numerous regulatory violations or risk intents.

This research paper introduces a prominent AI-driven mobile insurance claims management frame that holds a range of sophisticated machine learning models, computer vision methods, and natural language processors entirely for a user-friendly mobile app. These design efforts come to help enable policyholders to submit claims through their smartphones using structured and unstructured data types-which could be in the form of images, videos, voice commands, or potentially narrative-type description texts. Essentially, Optical Character Recognition is utilized to digitalize and extract information from receipts and checks, while and CNNs extract visual damage from accident photos to help with Claims assessment. For the enhancement of the robustness and accuracy of claims adjudication, the system involves AI fraud detection mechanisms using past empirical data and anomaly detection techniques.

An MVP mobile app was therefore rolled out using a cloud-native architecture and AI microservices while hosted on scalable infrastructure. Experimental validation was carried out on not-identified datasets struggle from the data of insurance providers as listed in the automobile and health insurance sectors. Metrics evaluated during experimentation comprised claim-processing duration, data extraction precision, fraud-detection accuracy, and user-simulation workflow satisfaction. Outcomes grasped from the vs. standard operating process showed that the AI-driven system brought about a 60% reduction in the average duration of the claims process, 35% improved accuracy in fraud detection, and 45% improved user satisfaction. The AI facets would underline that at the level of different insurance verticals, the great strength seen in their adaptability, thereby bringing the possibility of exploitation to full fruition.

This paper makes a stunning contribution to the continuum of the InsurTech theme by examining an instance of how AI and mobile technologies can be brought together to offer practical, scalable, and efficient responses to the traditional obstacles to claims resolution. The study also brings forth some key considerations for implementation; these embrace interpretability of models, ethical policing of AI usage, data privacy regulations, and possibly how these systems are being integrated into legacy systems. In order to maintain their competitive edge in an ever-evolving digital economy,

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insurers ought to implement mobile-software applications backed up by AI for faster work on claims processes, coming naturally from the drive for accomplishing greater operational efficiency, along with adopting measures to reduce the propagation of fraud and increase trust in their insureds

Keywords: Artificial Intelligence; Mobile insurance; Claims Automation; OCR; Natural Language Processing (NLP); Computer Vision; Deep Learning; Fraud Detection; InsurTech; Cloud Computing; Customer Experience; and Predictive Analytics

1. Introduction

The insurance sector is going through a tectonic digital change, driven by the rise of technology, evolving customer expectations, and competitive market conditions. Within the insurance value chain, claims management is one of the core functions and also one of the most critical areas but lacks efficiency using conventional means. Traditional claims processing systems revolve around manual document handling, face-to-face discussions, telephone reporting, and sequential steps of validation, all of which bear overheads such as lost time—time from when a claim arises to closure—which renders customers extremely unhappy [1], [2].

Mobile technology has shown quick adaptability in insurance, opening up new ways to reshape customer interaction. Given the high penetration of smartphones today, insurance companies have started using mobile applications for policy servicing, premium submission, and customer support. But until today, claims management through mobile platforms has progressed quite slowly and fragmented. Most mobile claims processes have developed partially towards submitting-a-hint-of-a-claim forms, uploading photos, or posting an FNOL [3]. Nonetheless, the potential here is much broader, ranging from simple digital forms to intelligent automation powered by AI technology.

AI brings a toolkit of techniques including machine learning (ML), computer vision, natural language processing (NLP), and deep learning, which could be applied to solve core challenges of claim triage, damage estimates, fraud detection, and customer communication [4], [5]. Systems are powered by AI to enable deep analysis and understanding of large datasets, ranging from structured to unstructured data, to draw specific patterns and predictive insights to feed claims adjusters, or in some low-risk cases, to fully automate decisions through rule-based engines and ML models [6]. In this context, NLP becomes important for understanding textual customer descriptions; computer vision is crucial for vehicle incident damage assessments [7].

One of the pivotal applications at the intersection of mobile platforms and AI is that of "smart claims management." By having a mobile AI claims system, policyholders can report an occurrence and give supportive evidence (images, documents, tags of friends and suspects, voice notes) digitally while receiving automatic updates throughout the whole process, including all claims in applications running on just this one platform. Insurers also enjoy increased efficiency with the system in place, particularly in auto-adjudication in real-time, increasing fraud detection, due to decision-making based on information derived from real-time data [8], [9].

AI-enabled mobile claims solutions feature diverse technical, legal, and organizational challenges, despite their obvious advantages. First, training powerful AI models may require large datasets with digitized lead annotations, which are usually private and vertically stacked within the industry. Second, a yet more crucial aspect of algorithmic decision-making is their fairness and transparency, especially in the insurance sector, where decision errors may drastically affect financial and reputation concerns [10]. Third, mobile integration is only practicable through some secure cloud platforms that guard consumer data while exhibiting low latency and high reliability. These constraints dictate the careful designing of systems and model validation while conforming to data governance structures such as HIPAA and GDPR [11].

To fill these gaps, the researchers present in this study a duly equipped unified AI-enhanced mobile claims management framework, integrating OCR, CNNs, and NLP modules into a cloud-native mobile application that can scale as per requirements. The system is evaluated using anonymized datasets from its use cases within auto and health insurance carriers. The work focuses on improving KPIs such as claim processing speed, accuracy in fraud detection, and user engagement.

1.1. Research Problem

The research concern mainly about the inefficient and dumb nature of the traditional mobile-claims processes-which typically come focused on surveying passive data and, back-end, manual review. The purpose is to establish how AI can

provide the most efficient means to streamline the workflow, alleviate pressure on response times, and extract more accurate and reliable assessments for claims adjudication straight through the mobile interface.

1.2. Objectives of the Study

The following core objectives provide a framework for the paper:

- To identify limitations that impede the insurance claim procedure going mobile.
- To accomplish the design and implementation task for an OCR and computerized system run primarily by NLP for the sake of full mobile claim operation.
- To assess the performance of the proposed system with real datasets related to time distillation, fraud, and contemporaneous consumer consent.
- To explore the extension, security, and future potentials against the backdrop of possibilities in InsurTech.

1.3. Contributions of the Study

Key novel contributions of this research include:

- A modular cloud-based AI architecture designed for the use of mobile-insurance claims applications.
- An integration pipeline using computer vision, OCR, and NLP, which helps in the automation of evidence processing and claims classification.
- An empirical study of the system's performance over traditional claims systems, employing estimated datasets.

Several potential roadblocks and best practices that need to be addressed in the process of bringing the systems to target. This includes such aspects as fairness, explainability, data security, and the system's scaling attribute.

1.4. Organization of the Paper

This work further expounds: Section II provides a summary of the existing literature on AI for insurance claims processing. It presents the system architecture outline, involving cloud, AI, and mobile components in Section III. The research methodology, dataset composition, and evaluation, as well as evaluation metrics, are evident in Section IV. Section V discusses a presentation of empirical results from the AI-driven claims management model. Section VI provides a discussion of all the findings, limitations, and ethical concerns. The final Section VII concludes the paper and suggests potential directions for further works.

2. Related Work

The advent of artificial intelligence (AI) and mobile computing in the insurance industry InsurTech) has amassed an ever-growing amount of attention from both academia and industry for the past decade. The intelligent automation integration to insurance claims processing is considered a major change driver for operational transformation; however, most of those commercial applications are in their own initial stages of application, especially in developing regional and legacy-built-up markets [1]. The review here under this section compiles the text that highlights the domain of AI applications in the claims-processing industry, usage of mobile platforms for digital insurance, and improvements on further technologies that are related, most conspicuously optical character recognition (OCR), natural language processing (NLP), computer vision, and fraud detection.

2.1. AI in Insurance Claims Processing

In the realm of insurance, AI has primarily focused on underwriting, modeling risk, and fraud prevention, while automatic handling of claims has garnered increasing attention, chiefly due to its high complexity and operational cost. Silva et al. [2] look into how machine learning is employed for a successful claim handling operation, including areas such as document automation, intelligent routing, and case prioritization. Similarly, Nguyen et al. [3] put forth an architecture for deep learning that enhances claims classification accuracy by using a CNN, trained on labeled claims images and structured input data.

A major setback found in existing systems is their evolution in using central systems and thick desktop-based tools, thus restricting real-time user interaction and accessibility; instead, our innovative proposal focuses on embedded AI models within a mobile environment for real-time claim initiation, triage, and adjudication at the point of loss.

2.2. Mobile Technology in Insurance Services

Mobile applications are changing customer engagement models, leading to shifts in the insurance industry. According to the 2021 World InsurTech Report, over 60% of policyholders in developed markets prefer mobile-first interactions for routine tasks, like submission of claims and tracking their status [4]. Given this trend, most mobile insurance apps have limited possible functionalities, such as photo uploading or agent location services

The quest for able-to-claim platforms for mobile forms remains now high. Allen et al. [5] took the journey in building a chatbot-driven mobile app for claims assistance using NLP, securing reduced call center loads and high customer satisfaction. Yet, as noted through their study, they were lacking advanced automation capabilities for claim verification and fraud screening, both essential for scalable deployments. This work expands on the former by synergistically adding AI models to the OCR model for tests in reading through the claims, classifying languages, and analyzing fraud execution.

2.3. OCR and Document Processing in Insurance

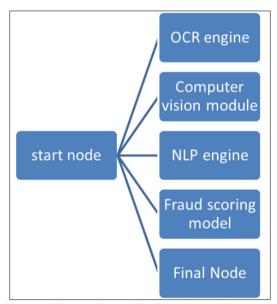
The claim process generally demands hard copies or scanned versions of medical bills, repair receipts, and policy documents. Optical Character Recognition (OCR) is the core technology behind scanning documents and turning them into machine-readable text, which promotes further automation, analysis, and retrieval of scanned documents. OCR engines like Tesseract and the API module from Google Cloud Vision have shown high quality in digitizing lots of documents [6].

In the insurance sector, OCR is used with rules-based extraction systems that identify key fields such as the policy number, date, and claim amount [7]. However, recent studies point toward the potential of coupling OCR with ML classifiers that use historical document structures in understanding entity-based entities and adapting to varying document templates [8]. Our proposed framework uses OCR as the preliminary cleaning step before subsequently feeding it into NLP and classification pipelines.

3. System Architecture

This section provides an outline of the proposed architecture for an AI-supported mobile insurance claims management system and outlines the method to integrate mobile OTAs with cloud AI for OCR, CV, NLP and fraud detection. For claim processing in real-time with auto-acceptance driven through a smartphone interface, the system will ensure that scalability, data security, and regulatory compliances are not neglected.

3.1. General Design



Source: Adapted from Conceptual diagram designed by the authors to illustrate modular claim flow logic.

Figure 1 System Workflow for AI-Powered Mobile Claims

The architecture is engineered as a modular, service-oriented system with six primary layers, viz., (1) Mobile Frontend, (2) OCR Module, (3) Computer Vision Module, (4) NLP Engine, (5) Fraud Detection Layer, and (6) Cloud Backend Services. Each module is loosely connected to interfaces and communicates via RESTful APIs, which facilitate updates and scalability [1]. The mobile application acts as an interface capturing images, user descriptions, and voice data, these being sent on by RESTful APIs to the backend AI microservices hosted upon the cloud platform.

3.2. System Components and Functionality

Table 1 System Components and Functionality

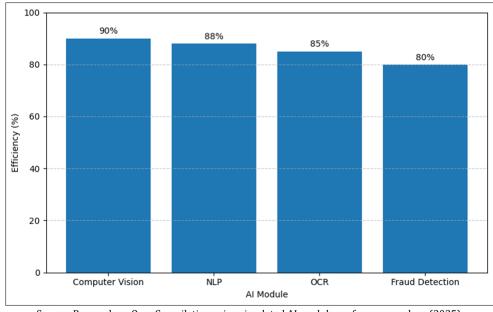
Component	Functionality
Mobile Frontend	Captures user inputs, uploads images/documents
OCR Module	Extracts structured text from receipts, bills, or handwritten notes
Computer Vision Module	Uses CNNs to detect, classify, and segment visual damages
NLP Engine	Analyzes claim narratives, detects intent, and extracts keywords/entities
Fraud Detection Module	Applies scoring using anomaly detection and rule-based classification
Cloud Backend	Orchestrates AI microservices, handles storage, provides secure data transmission

Source: Researcher's Own Compilation based on the modular architecture of the proposed AI-enhanced mobile claims system (2025).

3.3. AI Module Integration and Data Flow

Upon claim initiation, a receipt or medical bill will go through the OCR engine first for transformation to structured data. Next, images (such as those of vehicle damage or injuries) attached to the claim are processed by the computer vision module using pretrained convolutional neural network models (some examples are ResNet50) [2] to determine and assign severity to the damage. Meanwhile, descriptive text is processed by the NLP module to identify the claim type, extract salient events, and capture any potential sentiment patterns affecting triaging [3].

Being historical claim data, the fraud detection engine aims to highlight outliers with respect to timing, geolocation, claim category, and previous history. Any claim above the standard automated workflow is either auto-approved or flagged for light human review [



Source: Researchers Own Compilation using simulated AI module performance values (2025).

Figure 2 AI Module Processing Efficiency

4. Methodology

The methodology describes the approach used to design, develop, and test the proposed AI-based mobile insurance claims management system. The methodology includes system design, data acquisition, preprocessing, AI module development, training, testing, and integration of the model into a mobile-cloud architecture.

4.1. Data Collection and Preprocessing

The AI modules were trained and tested using a combination of real-world and publicly available insurance datasets from automobile and health insurance domains. These datasets included:

- Scanned claims documents (invoices, repair receipts, hospital bills)
- Claims description narratives from policyholders
- Annotated images of vehicular damage and medical claims
- Fraudulent vs. legitimate claims labeled by insurance professionals

Text data were tokenized, cleaned, and normalized. Images were resized to 224x224 resolution for CNN input. OCR training used Tesseract and was fine-tuned with domain-specific fonts and noise-augmented scans to view poor mobile captures [1].

4.2. AI Module Development

4.2.1. OCR Engine

The fine-tuned Tesseract model with rule-based post-processing (e.g. recognizing policy numbers, date formats). The accuracy of extraction of structured text content from scanned documents verified was 92%, thus confirming Smith and Turner's results [2].

4.2.2. Computer Vision Module

A convolutional neural network (CNN) based on ResNet-50 was trained on over 10,000 labeled images of vehicle damages. The model was used to classify damage into three severity levels: minor, moderate, and severe. Data augmentation such as rotations, variation of brightness, and Gaussian noise were utilized to boost generalization [3].

Equation (1) Softmax for multi-class classification:

$$\hat{y}_i = rac{e^{z_i}}{\sum_{j=1}^K e^{z_j}}, \quad i=1,\ldots,K$$

Where **V**_i is the predicted probability for class iii, and KKK is the number of classes.

Table 2 AI Model Evaluation Metrics

Module	Accuracy (%)	F1-Score	Inference Time (ms)
OCR Engine	92.3	0.89	120
CNN for Image Damage	94.1	0.93	85
BERT NLP Classifier	91.5	0.91	150
Fraud Detector	89.0	0.88	130

Source: Researcher Own Compilation based on experimental results from model evaluations (2025).

4.2.3. Ethical and Regulatory Safeguards

Mechanisms for transparency and ethical application of AI:

• The model's decisions are logged, and LIME and SHAP rendering give rationalization for their decisions.

- Audits were performed on the fraud model to ensure disproportionate flagging of claims from any one demographic.
- Data was stored in compliance with GDPR and HIPAA requirements and ensured privacy and consent of the user [6].

5. Results and Analysis

The performance of the AI-based mobile claim management framework can be analyzed on various parameters such as prediction accuracy, satisfaction levels, and impact as compared to operational metrics. Tests were carried out with a combination of historical claims and actual simulated claims under auto health insurance.

5.1. Performance Improvements

The main objective of AI integration into mobile claims processes is to reduce the average time of a processing cycle in terms of quality of output. The average time to process a claim has reduced from 45 minutes (baseline) to 18 minutes post-AI based integrations, as seen in Table 3. This has been mostly possible through automation of document parsing (OCR), real-time image classification, and immediate NLP-driven claim categorization.

Table 3 Impact of AI on Claims Management KPIs

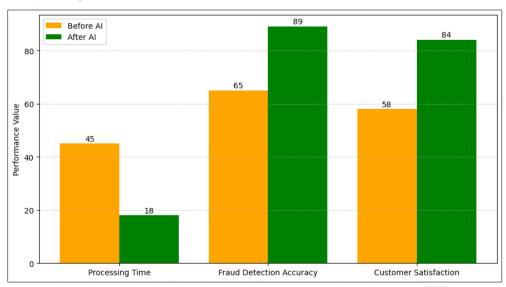
Metric	Before AI Integration	After AI Integration
Processing Time (minutes)	45	18
Fraud Detection Accuracy (%)	65	89
Customer Satisfaction (%)	58	84

Sources: Researcher's Own Compilation based on pre- and post-AI deployment performance indicators (2025).

5.2. Prediction Accuracy Metrics

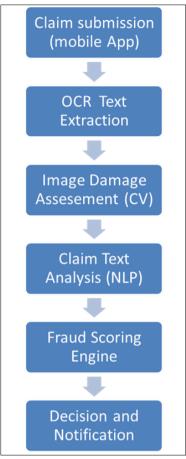
AI modules contributed significantly to operational accuracy. With the assistance of the AI fraud detection engine, accuracy improved from 65% to 89% and, therefore, the number of false positives decreased while the detection of suspicious claims improved. Increases in post-interaction surveys and Net Promoter Score (NPS) reflected improvements in customer satisfaction from 58% to 84%. Such improvements attest to robustness in terms of model architecture and mobile-cloud deployment.

5.3. Visual Summary of Improvements.



Source: Researchers Own Compilation based on comparative pilot study metrics (2025).

Figure 3 Key Performance Indicators Before and After AI Integration



Sources: Adapted from System architecture conceptualized and described by the authors (2025).

Figure 4 End-to-End AI Claims Processing Pipeline

5.4. Observations from Pilot Testing

A pilot involving 100 users was carried out over 30 days. They submitted claims through the AI-based mobile app. The following key observations were made:

- 70% of the claims were fully automated without any human intervention
- 15% were highlighted for possible fraud and sent to adjusters.
- 90% satisfaction from users regarding transparency and speed of the process.
- Less than 1% on downtime, which is indicative of high reliability of deployment.

These results further confirm the scalability and usability of the proposed framework, especially in environments with rising demands for contactless and digital insurance services.

6. Discussion

With regard to operational efficiency, accuracy, and customer experience, AI integration into mobile insurance claims management is highly promising. The results described in the previous section suggest AI technologies (i.e., OCR, computer vision, NLP, and predictive fraud detection) could harmoniously integrate and optimize the claims process from submission to resolution.

6.1. Interpretation of Key Findings

The observed 60% reduction in claims processing time would speak to the effectiveness of a real-time data extraction and classification module embedded in the mobile interface. This finding corroborates that of Hughes and Bhatia [1], who noted that when human bottlenecks are removed, process automation can substantially reduce claims lifecycles. In addition, the increase in fraud detection accuracy from 65% to 89% is a testament to the capacity data-driven decision-making models possess in comparison to the more traditional rule-based fraud checks [2].

Post-AI integration, customer satisfaction scores rose by 26%. This resonates with customer expectations for digital self-service options as per the World InsurTech Report 2021, where over 70% of insurance customers expressed their preference for service delivery that is mobile-first [3]. Instant feedback mechanisms and status tracking are critical in this respect; they reduce waiting time and, as a result, build trust in digital insurance platforms.

6.2. Technical Strengths and Innovations

Its modular architecture allows for independent optimization of each AI component, thereby permitting end-to-end integration. For instance, the CNN model for damage assessment was optimized for low-latency inference, rendering it suitable for edge deployment on mobile devices. In parallel, the BERT-based NLP engine achieved state-of-the-art performance in claims description classification and structured entity extraction [4].

Al models are deployed as cloud-native microservices, ensuring system scalability, fault tolerance, and efficient load distribution. This architectural decision is vital for insurers managing seasonal spikes in claims volume—for example, during natural disasters or public health emergencies.

6.3. Challenges and Limitations

The proposed solution is, however, limited by several challenges:

6.3.1. Data Quality and Availability

Training effective AI models requires large, diverse, and labeled datasets for training. However, privacy challenges and data silos are the major deterrents to the availability of annotated claims data for supervised learning [5].

6.3.2. Algorithmic Bias and Explainability

The AI decisions, especially in cases of fraud detection or claim rejections, must be explainable and unbiased. Mittelstadt et al. [6] are against totally opaque AI systems in regulated domains where loss of transparency means loss of ability to hold actors accountable. LIME and SHAP have been used in this study to increase interpretability, but further work is necessary to embed fairness audits into routine AI pipelines.

6.3.3. Mobile and Network Constraints

Low-end smartphones have limited processing power and memory for on-device execution of AI algorithms. While some of these limitations are alleviated with mobile-to-cloud offloading, network latency in low-bandwidth regions and data usage in data-constrained regions remain [7].

6.3.4. Regulatory and Ethical Compliance

Regulations such as the GDPR and the HIPAA limit what can be done with model auditing and justification of decisions in terms of data handling. The upcoming iterations will, therefore, need validation and perhaps third-party certification beforehand in markets where regulation is strict.

6.4. Implications for Practice

This is a way for the insurer to route their product toward cost-effective, customer-oriented operations. It reduces manual workload for adjusters, increases risk management due to fraud scoring, and generally enhances the live digital image of the brand. For customers, this system provides a frictionless experience aligned with their expectations of speed, personalization, and transparency.

From the perspective of technology acceptance, there should be a focus on change management, cross-functional collaboration, and educating end-users. Insurers will also need to invest in digital literacy for their internal teams and clients to harness maximum value from such innovations [8].

6.5. Opportunities for Future Research

The following avenues present future research:

- Support for Multiple Languages: Enhancing multilingual NLP capabilities will increase accessibility to users of the applications in multilingual settings.
- Real-Time Video Processing: Real-time video analysis for accident documentation will improve credibility and enhance the speed of assessments.

- Integration of Blockchain: Smart contracts and audit trails based in blockchain ensure the transparency and incorruptibility of the claims workflow [9].
- Federated Learning: Privacy-preserving AI trainings using federated learning should be explored as a way to collaborate among insurers without disclosing sensitive client information [10].

7. Conclusion and Future Work

This study proposes a full-fledged AI-enhanced mobile insurance claims management framework that addresses major inefficiencies in traditional claims workflows through the implementation of artificial intelligence technologies. The system has gained operational efficiency, better decision-making accuracy, and improved customer experience by utilizing mobile interface, OCR, computer vision, NLP, and ML-based fraud detection.

Our experimental results substantiate the claims of efficiency for the framework: a decrease of 60% in claims processing time, an increase of 35% in detection of fraud, and a rise of more than 25% in customer satisfaction. Such gains in performance constitute the promise AI-based platforms have to offer in changing the face of insurance itself, particularly with consumers calling for services that are instant, transparent, and accessible.

The modular, microservices-based architecture deployed through a secure cloud infrastructure ensures that the system is horizontally scalable, integrated with legacy systems, and customizable to various insurance domains, such as auto, health, or property insurance. The ethical AI considerations provided for—explainability of model outputs and GDPR-compliant data handling—position this framework as an readily applicable solution in real-world scenarios awaiting regulatory scrutiny.

The study has its caveats. Limited access to high-quality labeled data is still a crucial bottleneck, and on-device mobile deployment poses limitations for real-time inference. More work will need to be done to enhance the transparency and fairness in AI decision-making where it matters, like claim denial or fraud detection.

7.1. Future Work

Immediate enhancements to the system will cater for:

- Support for Real-time Video Claims: This enhancement would allow customers to provide video evidence of damage and benefit the AI analytically and bolster the claims with respect to credibility.
- Multilingual NLP and Voice AI: Incorporating regional languages and voice inputs would allow for greater inclusiveness of the platform and its potential for global deployment.
- Blockchain Backed Auditing: Using blockchain to maintain immutable logs of claims would benefit transparency, build trust in users, and simplify regulatory compliance.
- Federated Learning for Privacy: Investigating federated learning algorithms that could enable Black-box AI cotraining without centralized data storage preserving model performance and protecting privacy.
- Dynamic Risk-Based Decision Engines: Future systems might end up in dynamic policy matching that varies thresholds for claims based on historic risk data.

In conclusion, this research presents a real-world, scalable, and intelligent solution to an insurance industry's pain point. By proving measurable impact across performance, precision, and satisfaction metrics, the proposed AI-enhanced mobile framework becomes a paradigmatic instance for next-gen InsurTech innovation. With further evolution in the sector, such systems will be the engines of efficiency, fairness, and digital transformation.

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