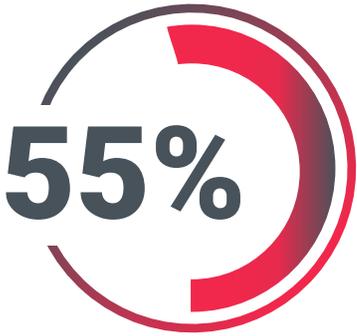


# INSURANCE

**Insurance** is one of the largest industries in the world, playing a major role in modern society to remediate unexpected events while catering to a diverse set of risks and critical needs. Insurance firms must consider technology to transform the way they do business, which will have a positive impact on both the customers they serve and the efficiency of their employees and organization. Through innovative and automated solutions, insurers can tackle legacy paper-based process roadblocks, rising costs, complex regulations, and changing consumer expectations.



**55%** of respondents are considering digital transformation to accelerate document processing and document-centric workflows.<sup>1</sup>

**Insurance** is one of the most document-intensive industries, accounting for roughly 15% of the total volume of pages printed in offices and approximately 60 billion printed pages annually.



**Adoption of document technology is driven by a need to have a better customer and employee experience.<sup>2</sup>**



**89%** of insurance organizations reported having a customer experience (CX) strategy to guide customer experience methods and process improvements.<sup>3</sup>

**The most common motivation for process automation technology in insurance is to minimize manual and human errors.**



**For more information about how Canon U.S.A. can help your organization, call 1-844-50-CANON**

<sup>1</sup> Digital Transformation Survey; Keypoint Intelligence 2023

<sup>2</sup> Robotic Process Automation Survey; Keypoint Intelligence 2023

<sup>3</sup> Direct Marketing Communications Business Survey; Keypoint Intelligence 2023

Produced by:  **KEYPOINT INTELLIGENCE**

**Canon**

[usa.canon.com/transform](https://usa.canon.com/transform)

The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.

**This material is prepared specifically for Canon U.S.A.**

Canon is a registered trademark of Canon Inc. in the United States and elsewhere. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged. Neither Canon Inc. nor Canon U.S.A., Inc. represents or warrants any third-party product or feature referenced hereunder.

The authors and publishers of this content are not engaged in the rendering of professional advice or services including, without limitation, legal or regulatory advice or services. Individuals and organizations should perform their own research and conduct their own due diligence concerning the products and suggestions discussed in this infographic. Canon does not make any warranties concerning the accuracy or completeness of the opinions, data and other information contained in this content and, as such, assumes no liability for any errors, omissions or inaccuracies therein, or for an individual's or organization's reliance on such opinions, data or other information.

© 2025 Canon U.S.A., Inc. All rights reserved.

11/25-0181-9895