



Artificial Intelligence (AI) in Personal Injury Claims: Risky Business?

“Embracing AI is not just an option, but an imperative.”

“In a sea of automation, the human touch is the only lifeline to ensure long-term survival and success.”

Two bold statements that are equally critical in today’s business world.

Leveraging a harmonious balance between AI and human interaction is what will differentiate the true greats from the very average. And in business, being average means you won’t be in business for long.

Achieving this balance requires a deliberate strategy and cultural transformation across the entire business. But get it right, and greatness awaits.

AI’s capabilities are reshaping how personal injury claims are processed. Predictive analytics, automated case management and AI-driven decision-making systems can enable firms to handle a higher volume of claims more efficiently. These technologies can identify patterns, predict outcomes, and streamline documentation, effectively reducing the burden on resources and minimising the risk of errors.

Despite the undeniable benefits, there is the looming risk that the personal touch—so critical in our field—may be compromised. Personal injury cases often involve individuals navigating physical pain, emotional distress, and financial uncertainties. These customers need not just legal support, but compassion and understanding,

and relying too heavily on AI can create a sterile and impersonal experience, potentially alienating customers and damaging trust. So, what’s the answer?

Unsurprisingly, it’s about working together. Integrating AI to assist, rather than replace, our colleagues is key, and allowing our legal professionals to leverage AI for routine tasks unlocks huge potential, offering more time to build and maintain personalised, meaningful relationships.

At Carpenters Group, our in-house development team has been exploring how we can use AI to improve processes for our handlers, and the experience for our customers. We are extremely pleased with the progress that our team has made.

The key point is that AI works for our lawyers. Our people remain the most crucial part of the process through speaking to our customers, reviewing findings, advising and making recommendations, and helping our customers through these difficult times. Our aim is simple: elevate service through AI.

Like many, we are still scratching the surface of what is possible with AI. The opportunity is exponential though; let’s not forget, whilst AI has the scope to process data better than any human, it cannot (yet) replicate the nuanced understanding and emotional intelligence of people. Balance them both, and greatness awaits. ●

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