



# NAIC **SERFF**

**SERFF Modernization Project Update**  
**NAIC Fall National Meeting**  
**November 2024**

**NAIC** NATIONAL ASSOCIATION OF  
INSURANCE COMMISSIONERS

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# Project Update

## Update on Initial Release

- In July, we announced that the first release of the modernized SERFF platform would “go live” on November 11.
- As a reminder, this release includes functionality for Interstate Compact filings and a self-service user management module.
- Last week, we announced that the release would be delayed.



# What Happened?

- Performance and load testing indicated the potential for slow response times in production.
- Industry training and user acceptance testing yielded feedback we wanted to address.
- We discovered some data migration issues that need to be corrected.
- Production rehearsal revealed work needed on deployment processes.
- Discussed with Compact leadership, who supported a delay.

## Now What?

- Expert guidance obtained to identify and correct causes of slow response times.
- Minor adjustments being made to improve functionality and usability.
- Data migration scripts undergoing scrutiny and refinement.
- Second rehearsal being scheduled.

**All these changes need to be thoroughly tested.**

- Team is working to establish a new date.

## Further Impact of Delay

- We still plan to release over a weekend – 5 pm CT Friday to 7 am CT Monday downtime for legacy system.
- We still plan on a "warranty" period of 6-8 weeks to address any issues and continue refinement of Release 1 features.
- The team is working on strategies to reduce domino effect on future phases.



## Value Delivered

- Streamlined filing process to improve compliance at submission.
- Tools to manage workload and improve reporting.
- Improvements to support efficient and consistent filing review.
- Transparency to Compact member states.
- Self-service user management to reduce wait and improve security.



# Building on the Foundation



## Adjust

Respond to feedback and improve upon the base functionality from initial release.



## Extend

Build out features to meet state and industry needs beyond Compact filings.



## Introduce

Introduce new features to support states, Compact, and filers.



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# AI Update

# Vision Statement

SERFF AI will responsibly assist state regulators in streamlining form and rate review processes, reducing administrative burdens, accelerating decision-making, and enhancing regulatory compliance, thereby strengthening the insurance market and protecting consumers.



# The Goal



Introduce meaningful and significant AI capabilities into the modernized SERFF platform by the end of 2025.

# Progress Update

- Enabled Generative AI Help Center for first release.
- Upgraded Form Number extraction model for reliability and speed gains.
- Preparing for proof of concept with AWS Generative AI Innovation Center.
- Establishing infrastructure.
- Implementing governance and quality controls.
- Curating data sets for consistent experimentation and testing.
- Evaluating advantages of various large language models (LLMs) and traditional machine learning techniques.

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# 2025 Outreach

# Communication

- SERFF is now on NAIC Connect! (regulator only)
- Launch Guides, first release and beyond.
- Updated website content.
- Uptick in email & SERFF Alerts.
- Targeted and general communication channels.



# Events

- Site visits
  - 2025 visit calendar underway – contact us with interest!
  - As state visits are scheduled, we may ask nearby companies for a visit.
  - Local/near to Kansas City? Ask about a visit to your location.
  - Want to come see us? Let's talk!
- More virtual sessions
  - Recurring industry training & feedback sessions to be scheduled.
  - Sessions with professional association & related groups.
  - Recurring calls with each state.
- Workshops for state and industry to be held in Kansas City – dates TBD.
- Don't forget about our monthly Product Steering Committee meetings.

# Questions?

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