

Accelerating Time-to-Market in Life Insurance: The Power of AI-Driven Test Automation Frameworks

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Abstract: *The Life Insurance sector grapples with distinct challenges, balancing multifaceted operational workflows, rigorous compliance standards, and the surging demand for swift software deployment. Conventional Quality Assurance (QA) paradigms often fall short in delivering the responsiveness required by today's digital transformation efforts. This paper examines how Artificial Intelligence (AI)-enhanced test automation frameworks can substantially truncate time-to-market while ensuring software excellence. By leveraging advanced predictive analytics, strategic test case prioritization, and integrated Continuous Integration/Continuous Delivery (CI/CD) processes, Life Insurance enterprises can accelerate software launch cycles with improved dependability, thereby meeting the ever-evolving expectations of the marketplace and regulatory entities.*

Keywords: Artificial Intelligence (AI), Machine Learning (ML), Continuous integration/continuous delivery (CI/CD), Life Insurance, Predictive testing, Self-healing test automation