

McGill and Partners Works with Salesforce to Become the First London Market Broker to Leverage Agentic AI Capabilities

London, 17 February 2025: McGill and Partners, the independent global specialty insurance and reinsurance broker, today announces the launch of its own AI agent, making it the first broker in the London market to introduce Agentic AI technology using Salesforce’s AI system, Agentforce.

The new AI agent is integrated into the firm’s proprietary digital platform, Underscore, which enables distribution partners to instantly connect with London market insurers in a highly efficient, cost-effective manner through technology and automation. By incorporating an AI agent into Underscore, it will potentially further streamline the placement process, reducing friction and speeding up collaboration between brokers and insurers.

Unlike traditional chatbots or automation tools, an AI agent is designed with the potential to go beyond simply following a script. Built using Agentforce, the agentic layer of the Salesforce platform, it can understand context and intent, enabling it to perform tasks autonomously on behalf of users in real time. The introduction of McGill and Partners’ AI agent, creates future capabilities for the Underscore platform, further enhancing its potential to evolve and meet the diverse needs of clients and partners. It is expected to have the capability to adapt to various scenarios, laying the groundwork for improved decision-making and processing large datasets in the future.

In an industry that processes vast quantities of information, the use of Agentic AI has the potential to be transformational. It is expected to streamline routine tasks, uncover key insights quickly, and enable brokers to focus on high-value client interactions. The integration of Agentforce within Underscore aims to enhance workflows for brokers – complementing, rather than replacing human expertise. This means brokers will be empowered to focus on using their expertise to have strategic discussions and deliver tailored solutions, resulting in better outcomes for clients.

Simon Bradbury, Chief Technology Officer at McGill and Partners said: “McGill and Partners was built on a digital-first foundation, and the launch of our autonomous AI agent today, highlights our commitment to innovation. As the first broker in the London market to introduce Agentic AI technology leveraging Salesforce’s Agentforce platform, we are excited by the vast potential this groundbreaking development brings.”

“As we embark on our Agentic AI journey, its capabilities will continue to advance, driving greater efficiencies, enhancing decision-making, and delivering deeper insights. Our commitment to innovation ensures that we develop this technology to meet the evolving needs of our clients and the market. We’re proud to be at the forefront of this transformation, building a platform that will redefine collaboration between clients, brokers, and London market insurers.”

Paul O’Sullivan, Chief Technology Officer at Salesforce UKI added: “We are excited to support McGill and Partners’ transition into the agentic-era by unlocking the unlimited potential of Agentforce. With the introduction of its autonomous AI agent into the workforce, McGill and Partners will be able to streamline processes, analyse data more effectively and unlock productivity gains for its best-in-class talent to set a new industry standard for the client experience.”

-ENDS-

About McGill and Partners

McGill and Partners is an independent, specialty insurance and reinsurance broker, dedicated to delivering innovative solutions to meet the sophisticated needs of our clients. We challenge the status quo and drive change in the market by bringing together best-in-class talent within an entrepreneurial, team-based culture that fosters fresh perspectives and forward-thinking strategies. This approach underpins our founding ethos: Different by Design.

With a commitment to building long-term partnerships, we provide a comprehensive range of expertise to our clients and distribution partners worldwide. Headquartered in London, we have offices in Bermuda, the US, Ireland, Australia, Switzerland, Sweden and Germany. The firm has significant backing from funds affiliated with Warburg Pincus, a leading global private equity firm, alongside founder and employee ownership.

For further information please contact:

UK media: SEC Newgate UK: mcgill@secnewgate.co.uk