

How Digital is Driving End-to-End Claims Transformation

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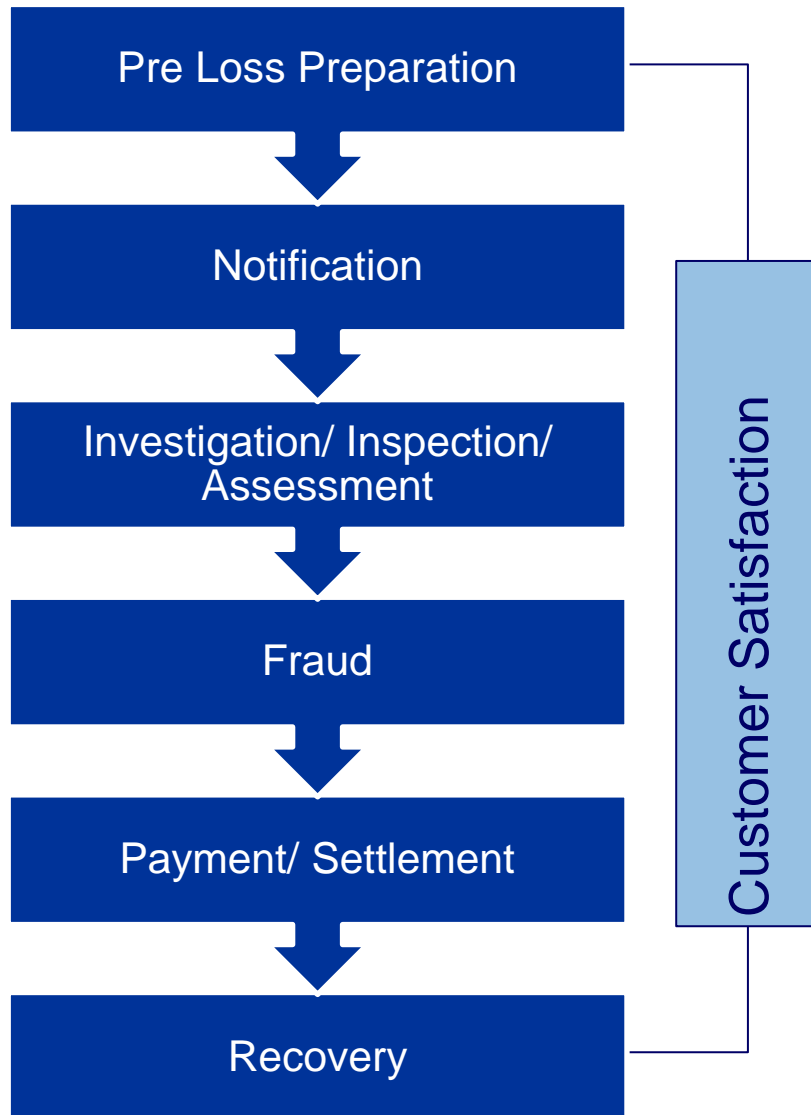


Today's Objectives

- Outline key elements of the **claims process**
- Discuss some technology and digital **trends** that are impacting claims
- Highlight some examples of the **positive impact** technology is having on claims effectiveness, efficiency and customer experiences



Key steps in the Claims process



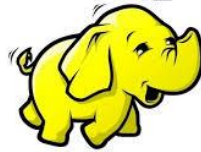
Customer focus needs to be at ALL stages

Claims is a core service...

...in a **customer centric** organization



hadoop



DIGITAL TRENDS are impacting claims directly and indirectly:

- New **tools** to improve the recognition of claims trends and issues
- New **capabilities** to improve the processing and timeliness of service
- **Connectivity** that shapes customer demands, expectations and experiences

Where are YOU on the journey?

Digital is driving transformation...

... across every aspect of the claims function

- Internet
- Smart apps
- Big Data - moving from structured to unstructured data
- Workflow management systems



- Analytics
- Drones, imagery
- Sensor based risk identification, mitigation
- Augmented reality
- Self learning, robotics
- Digital hub

Customer expectations are high

So how do we improve satisfaction?

We need to **understand** what drives **satisfaction** and leverage the digital tools at our disposal

Typical drivers include:

- **Timeliness** - process my claim **quickly**
- **Understand** my **needs** or my business
- Provide me with **updates** **when** I want **them** and **how** I want them

BUT – drivers vary by customer type:

Commercial – Corporate – Consumer





What **technology**
trends can
help us **improve**
the
CUSTOMER
experience?

Digital trends that are impacting claims

Driving customer satisfaction, Improved productivity,
Reduced cycle time, Improved outcomes

Task management/ automation of claims process

- Guides claim handler through process, sends components of process to specialist, improves **recognition of fraud**/ recovery, reduces leakage.

Centralization

- Claim handler and **data available regardless of location**, e-file, seamless transfer and inquiry management (phone, web, etc.)

Customer Focus

- Increased **access** and **interaction**, automated sampling of satisfaction, trending by drivers of satisfaction

Digital trends that are impacting claims

Driving customer satisfaction

Specialization

- **Reduced costs/** improved service by identifying outliers and using analytics, getting the claim to the **right expert** at the **right time**

Integrating service partners

- Eliminate duplication of work by **automating/** integrating delivery of service partner work.

Improved quality

- **Automated data entry** and assessment of data, timeliness and outcomes

There are some challenges we need to overcome...



- **SPEED** of change - do you have an **awareness** of what **trends** will drive/ improve your business?
- Multiplicity of **legacy systems** - integrate, fix, overlay, replace... many options
- **Cost** and funding
- Executive **sponsorship** and business/ IT drivers of change

Questions

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