



Digital Strategy for Insurance Claims Processing

Robotic Process Automation (RPA), Artificial Intelligence (AI) and process optimization can help insurers streamline back office operations such as claims management. The challenge lies in integrating with and modernizing legacy systems.

Challenge

Outdated technology platforms, cumbersome spaghetti-code applications and convoluted and inefficient processes pose a significant challenge to traditional insurers. Enhancing the efficiency of back office operations is essential to remain competitive, particularly as native digital players disrupt the industry. While an optimized operational foundation is a basic first step, insurers must also enhance customer engagement and deliver a seamless experience. This requires capabilities such as data analytics to gain actionable insight into policyholder needs, user-friendly mobile apps that enable functionality such as instant and remote filing of claims and customer service channels that deliver immediate responsiveness and issue resolution.

**“ DELIVER IMMEDIATE
RESPONSIVENESS
AND ISSUE RESOLUTION. ”**

Solution

A digital transformation strategy that combines intelligent automation technology, process redesign and platform integration can address the myriad challenges insurers confront. At a basic level, Robotic Process Automation (RPA) tools can execute routine, repetitive and well-defined rule-based tasks around claims processing, finance and accounting and other back office operations. The result is dramatic cost reduction as well as gains in productivity. Cognitive applications can drive automation further by deploying reasoning and the ability to “learn” from experience. This capability to process unstructured data can be [critical for insurers struggling to manage vast volumes of records in disparate and inconsistent formats.](#)

Data analytics fueled by intelligent tools can enhance customer insight and support marketing strategies for upselling. Machine logic can, for example, deduce that a young couple applying for a home mortgage loan might be a good candidate for a college savings plan.

For customer-facing applications such as mobile payment and file-claiming, micro-services and Application Programming Interfaces (APIs) can seamlessly integrate new digital tools with back office data.

“**DRAMATIC COST
REDUCTION AS WELL AS
GAINS IN PRODUCTIVITY**”

● **Benefits**

A digital transformation strategy for a traditional insurance firm can dramatically improve operational efficiency through intelligent automation, build a bridge between legacy systems and new platforms and enhance customer engagement.

While cost savings and productivity improvements are the most visible benefits, RPA can also dramatically enhance accuracy, auditability and compliance. To achieve optimal benefits, enterprises need to ensure that RPA initiatives are part of an integrated operational strategy, rather than discrete projects aimed at automating isolated pockets of business activity. Integrating “thinking” capabilities such as cognitive and Artificial Intelligence (AI) to automation and data analytics initiatives can take operational optimization and business value to the next level.

Legacy systems and data are a reality for insurance firms – “rip and replace” is not an option. A smooth integration of new digital tools into existing environments is essential.

“**COST SAVINGS AND
PRODUCTIVITY IMPROVEMENTS
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