

Business Process Management for Insurance



Does your BPM
system help you
service the digital
customers of
today?

Business process management has become a cornerstone for insurance companies by streamlining processes for claims, underwriting, billing and customer service while providing transparency for quick and accurate decision making. But are all BPM systems the same? With deep domain experience in life, pensions, property & casualty insurance, Capgemini has helped insurers evaluate and upgrade BPM systems to build solutions that can address tomorrow's challenges, driven by a customer-focused view that puts your customers at the centre of your business.

Planning the Future State of Your BPM

As new BPM solutions and upgrades become available for insurers, it's difficult to choose the right path. At Capgemini, we believe in putting your customer at the centre of your business so we recommend business process management systems that follow that philosophy. For insurers, we work with Pegasystems (Pega).

According to insurance and banking customers, Pega has outperformed other BPM solutions in every area ranging from cost, productivity improvement, work allocation, required process steps, upgradability and cost to serve. One of Pega's customers with 2,200 users was able to cut 700 work types down to just 23 processes with all the inherent savings, productivity improvements and training benefits that this created. Other improvements from using Pega included:

- Reduced the proportion of cases requiring re-indexing by 80%
- Lowered the proportion of cases suspended by 50%
- Decreased handoffs by 30%
- Trimmed the number of customer touchpoints by 30%

When insurers select the right BPM solution, they can shift the focus of investment and concern from data collection and management towards customer engagement and need resolution. This fundamental shift from operations to customer focus brings a significant competitive advantage. Pega's software gives leading organisations the power to engage customers, simplify operations, and adapt to change. Pega helps empower customer facing staff by providing a unified approach that builds on data from the systems of record to establish the intent of the customer and support the automation of customer servicing.

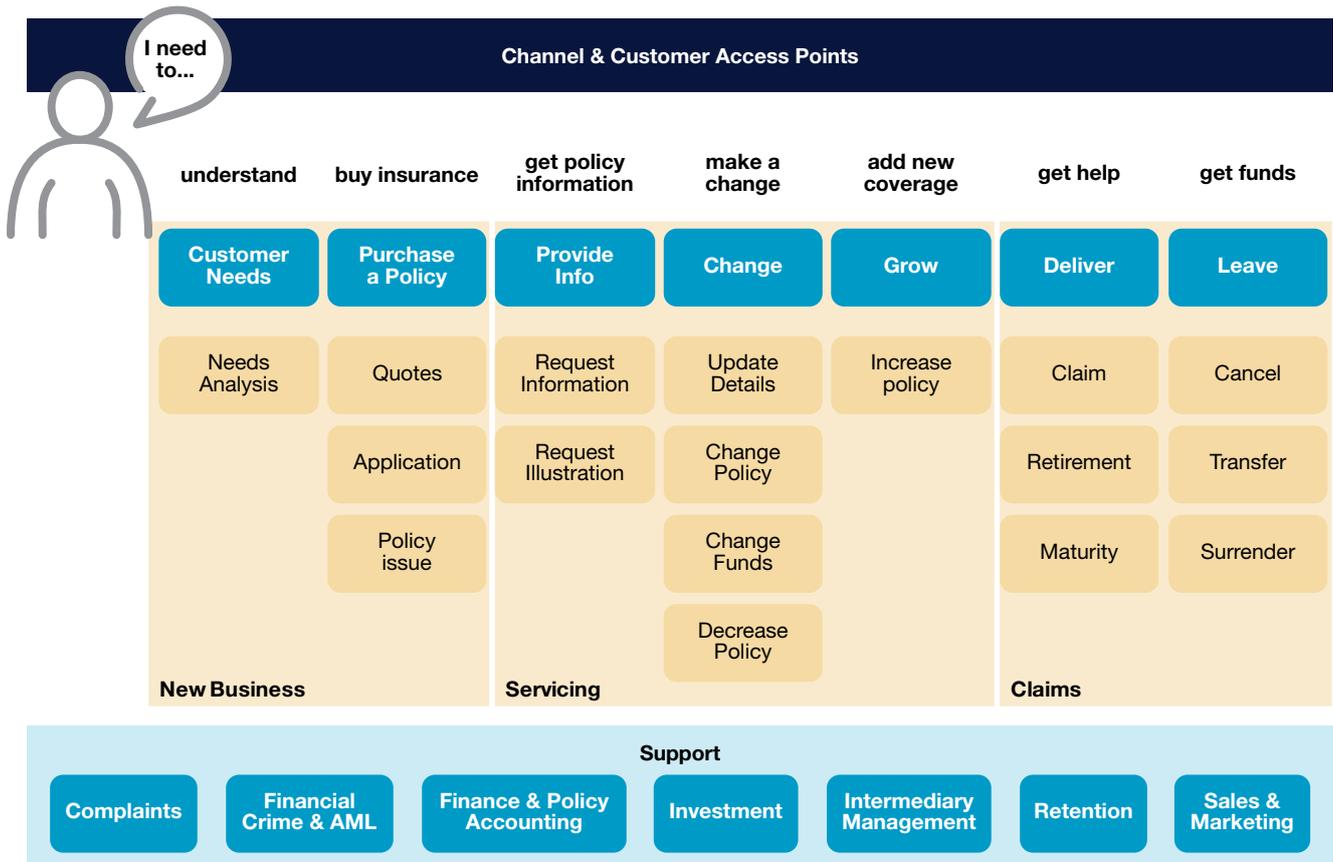
Today's Customers Require New Ways of Interacting

Customers today are more demanding. Companies like Amazon and Apple have set a high standard for customer service across the globe which are re-setting expectations from customers on what to expect, from 24x7 availability to multi-products and multi-platform. At the same time, regulations are more stringent and complex across geographies, requiring investment in compliance systems.

Capgemini helps insurers address these issues by providing an end-to-end solution that puts customers first. Using Pega's business process management software, we give customer service agents one unified view to ease interactions. Processes are

standardised, specialised and automated to minimise manual intervention. By using Pega, Capgemini can help your insurance company integrate data to support current and emerging digital channels. Data capture is driven by the insurance customer journey as illustrated in the diagram below.

The Insurance Customer Journey: A BPM Perspective



Gain Customer Centricity without Sacrificing Operational Efficiency

Realigning your insurance company to a customer-centric approach is a key competitive differentiator. But your business also needs to balance cost savings, efficiency gains and business agility improvements. Operational efficiency and productivity must go hand in hand with customer service improvements. In addition to putting customers first, Capgemini and Pega clients have achieved business improvements including:

- 28% improvement of first contact resolution
- 6% cost avoidance due to front office CRM
- 18% cost reduction due to back office automation
- 40% reduction in manual steps
- 50% reduction in new employee training time
- 57% increase in manager capacity due to efficiency gains and improved reporting and risk assessment capabilities

Capgemini & Pegasystems: Strategic Partners for Change

The partnership between Capgemini and Pega stretches back to 2005. We are both committed to building a long-term strategic relationship. With this in mind Capgemini has established a Pega Centre of Excellence using our global delivery model called Rightshore®. Together, we provide an end-to-end BPM approach that combines Capgemini's deep insurance domain knowledge, process improvement expertise, change management and IT skills with Pegasystem's specialised technology and product knowledge. We can help insurance companies link core process improvements to business needs, not technological-driven requirements. We focus on an adoption path that involves small simple steps whenever possible, so your company can test and evaluate as you go, mitigating risk and managing stakeholder expectations. Accelerators such as our image and history migration approach enable our clients to maximise time to value.

For more information, contact us at: insurance@capgemini.com
or visit: www.capgemini.com/insurance

For more information on Pega, please visit www.pega.com



About Capgemini

With more than 130,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at www.capgemini.com



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