

Customer Experience Transformation for Insurance

In the increasingly competitive and commoditized market for insurance, growth depends on insurers differentiating themselves through improved and unique customer experience. Positive customer experience can help reduce the cost of churn and customer acquisition. Developing a customer experience strategy can help insurers understand what customers really value during their moments of need. This understanding makes it possible to save money by eliminating costs that do not foster loyalty or influence repurchase.

For insurers, First Notice of Loss (FNOL) is one of the most important process in the claims-resolution lifecycle. It is the highest-value

customer touch point and thus represents an opportunity to build customer loyalty. It is meant for client care and service at first point of contact.

During this process, a customer gives the first information related to an incident to a representative who processes the claim. It is important for customer services representatives to respond consistently with professionalism, courtesy and empathy during this interaction since customers can often be emotional, especially in the face of a large impact event like flood or fire.

The labor-intensive nature of the FNOL claims process creates a major hurdle to meeting the customer service goals of most insurers. The most expensive elements in this process—beyond actual loss expenses—are labor costs and indirect costs incurred as a result of the manual processes such as data errors or processing inefficiencies. The FNOL process involves accessing multiple legacy systems and the existing systems for content management and customer relationship management. Due to delays in updating information in all corresponding systems, accurate status is not readily available to everyone which impacts reporting.

We've seen the following challenges in the FNOL process:

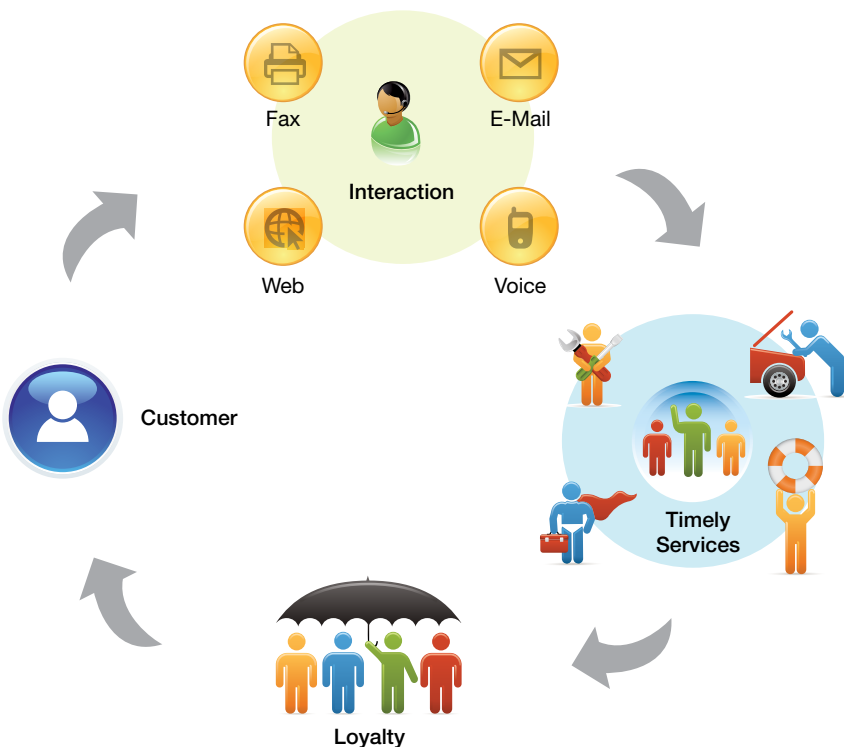
- Delayed claim status reports or closure notification to agents and claimants.
- Low productivity due to the long time it takes to register a claim as details from different systems need to be verified. The process involves manual intervention which results in higher claim processing cost.
- Reduced efficiency due to manual errors and disparate claim information across multiple systems.
- Intense training required for customer service representatives to attain proficiency in claims processing leading to higher training cost and time.

Capgemini's First Notice of Loss solution

Capgemini combines domain knowledge and business technology implementation expertise to design a FNOL application across all lines of business which can guide your customer service representatives through the process using a highly intuitive and context-driven user interface leading to speedy resolution of customer incidents.

We are experienced in designing and implementing highly intuitive business rules and workflow driven FNOL applications that are based on Pegasystems CPMi framework. The architecture leverages an Enterprise Services Bus (ESB) which serves as a communication and translation hub between multiple applications.

Insurance customers interact with customer services representatives in a variety of ways, but expect timely service to build loyalty.



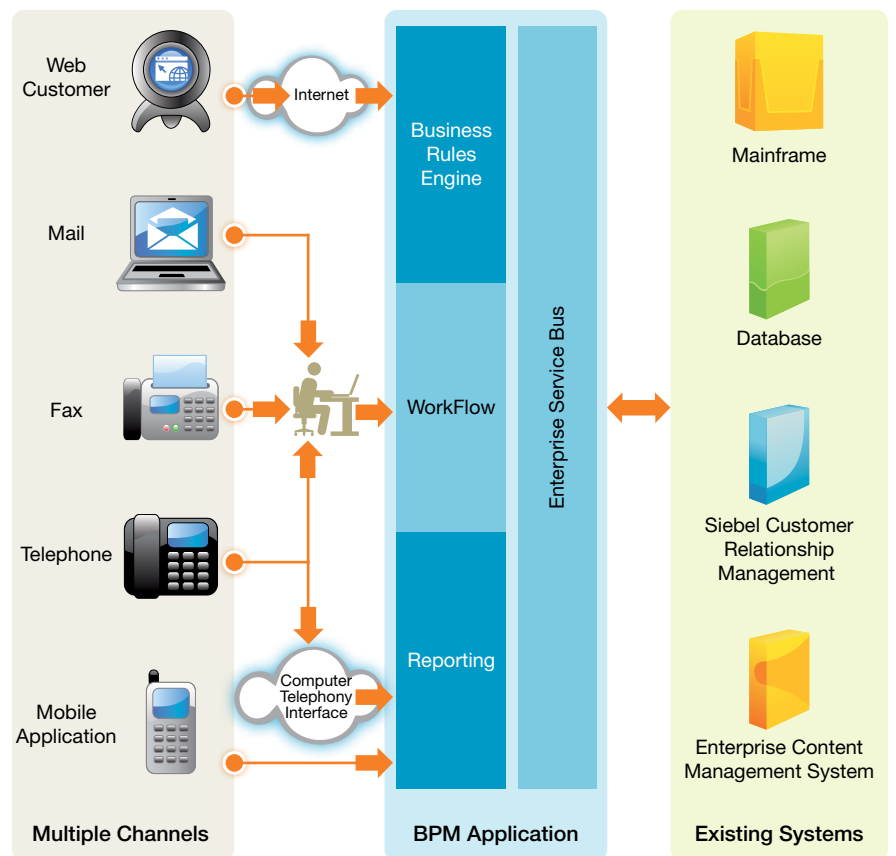
Our solution features multi-channel integration and additional call recording capability. The framework can enhance and co-exist with current Customer Relationship Management (CRM) systems like Siebel and act as a front-end to Enterprise Content Management (ECM) systems like Documentum.

Designed as an interactive tool, our FNOL solution is meant to guide customer service representatives through the loss reporting process using a highly intuitive and context-driven user interface while obtaining more accurate and relevant facts about the loss being reported. Capgemini's FNOL solution can support multiple lines of business and can intelligently route the reported loss to the appropriate claims handling system based on the policy data.

The application logic uses scripting to step through a set of questions for the loss being reported. The answers provided determine the next set of questions or options based on pre-set business rules which are unique for each insurance company.

Once all loss data is gathered, the claim is registered in the appropriate claims processing system and a replica of the key information is maintained so a customer service representative can quickly provide customers with status information.

Capgemini's FNOL solution



8 reasons to use a process-oriented, rules-driven FNOL application

1. Lower call handle times and increase the efficiency of your customer service representatives
2. Increase the ability to ramp up call center staff during catastrophes
3. Reduce claim process time by 30 to 40 percent through increased process automation and business rules management
4. Gain a comprehensive view of claims operations through real-time analytics
5. Decrease training time for new customer services representatives through intuitive, guided interface
6. Streamline, improve and standardize overall FNOL claims processes
7. Resolve claims faster to gain higher customer satisfaction and loyalty
8. Improve the quality and quantity of data captured during the initial claims reporting

For more information, contact us at
insurance@capgemini.com

IN PRACTICE: Capgemini helps streamline Call Center Customer Service using PegaRULES Process Commander®

One of the world's largest insurance carriers was using disparate legacy systems used at their North American call center. The various systems resulted in longer call duration and greater difficulty in introducing new workflows. In addition, the legacy systems were not integrated with the external systems, making it cumbersome to track current status for customer issues.

Capgemini worked with our client to design and implement a solution using PRPC and the Customer Process Manager framework. Our team provided assistance with project sizing and estimation. We created design patterns, integrated PRPC with the external systems and built templates to help create new service items.

Results

As a Pegasystems Service Partner, we used the recommended methodology to successfully complete the project and deliver value to our client. The call center team now has a consolidated customer view from a single system which has reduced call duration. Additionally, our client can introduce and modify workflows quickly and efficiently.



About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies.

Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™.

The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients.

Present in 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs around 110,000 people worldwide.

Capgemini's Global Financial Services Business Unit brings deep industry experience, innovative service offerings and next generation global delivery to serve the financial services industry.

With a network of 17,000 professionals serving over 900 clients worldwide, Capgemini collaborates with leading banks, insurers and capital market companies to deliver business and IT solutions and thought leadership which create tangible value.

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