Sapiens Decision Helps International Insurance Carrier Provide a Superior Claims Experience

Client Profile & Challenge
The client, an international insurance group with a powerful brand that is consistently ranked as an outstanding insurance claims service provider, wanted to deliver fair but consistent customer journeys. It was important that filing claims would be easy and stress-free for end users, and fast for insurance group personnel.

To stay competitive in an ever-changing marketplace, the client needed to differentiate and provide a best-in-class customer experience, especially considering how important a streamlined claims process is for staying ahead of competitors. The group planned to achieve these goals by digitizing its claims logic and decision-making, both for the internal policy administration system and online.

The group sought to put control of the claim logic back in the hands of their claims team, with limited IT burden. They also wanted to support the growing demand for online claims management, by empowering their end users and brokers with the ability to manage their claim online.

Solution: Sapiens Decision for Insurance
Sapiens Decision for Insurance enables insurers to efficiently adapt their business operations to the demands of digital transformation, changing regulations, customer demands, rapid product evolution and increasing competition.

With Decision, the insurer’s business domain is actively involved in design, implementation, analysis, testing and optimization of decisions. The process takes days or weeks, instead of months or years. It enforces business logic across all enterprise applications, effectively addressing the complexity of determining and then translating business logic – data, business rules and machine learning are used to make business decisions – into operational code.

Joint Strategy & Approach
- Extract the logic from the business process
- Make the logic visible and transparent, via a business-friendly format
- Quickly integrate Decision into its existing technology landscape and support the target state architecture

During the two-week PoC, the Sapiens Decision team created the decision model in two and a half days and configured one of the paths from a customer FNOL claims journey. This was followed by jointly creating a customer portal and web user interface. The two teams then worked together to integrate the two systems, resulting in a working prototype for the customer claims journey within a few days.

Result
With Sapiens Decision for Insurance, the organization was able to quickly streamline claims processes based on dynamic questions and responses. This process enabled the provider to expedite the question-and-answer progressions by asking the end consumer targeted questions to obtain the right conclusion as quickly as possible – while ensuring accuracy and consistency.

Business Benefits
Sapiens Decision for Insurance is in production and extremely stable. The client is able to ask the right questions in the most efficient order, to achieve the fastest outcome. This speed and efficiency in meeting the end consumers needs has provided the organization with unprecedented responsiveness and the ability to react to requirements quickly. Changes that were once handled across multiple solutions are now completed in Sapiens Decision and leveraged across other channels.

Customer satisfaction has of course increased, as customers are receiving the type of speedy and personalized experience they now expect across verticals.

The Future
The Sapiens Decision client is now undergoing a full digital transformation, with Sapiens’ partnership and guidance. The next step is to widen the scope of the project, beyond customer claims journeys to wider implementation within the claims division, and to facilitate full online integration with the internal policy administration system.

More Information
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