

# Four Foolproof Ways to Expedite Claims and Wow Customers

Streamline the insurance claims process and reduce customer turnover

“Building a centralized portal to share information across the enterprise and with customers reduces the time agents spend tracking down customer data.”

Insurance customers are among the least loyal in consumer-focused industries. Turnover is high; two in five global customers have changed their insurers during the past 18 months. Even worse, trust is relatively low. Just 70 percent of consumers trust their insurance companies, versus 82 percent for banks and 80 percent for auto manufacturers.<sup>1</sup> Even more telling, less than 30 percent of insurance customers worldwide rate their customer experience as “positive.”<sup>2</sup>

In today’s highly competitive market, savvy insurers are shifting their approach to customer service. Companies that prioritize quality, clarity and timeliness in their customer interactions will see a more satisfied and loyal customer base.

## 4 Simple Steps to Accelerate the Claims Process

- ❑ **1. Let Policyholders Communicate Through Their Channel of Choice**  
Many customers want to make contact without reaching for the phone. In fact, more than one-third of North American customers would consider using email for assistance with a claim; 17 percent would consider using a mobile app.<sup>1</sup> Consumers are also open to video tutorials, live online chat and interactive support. By offering multiple ways for customers to get help in a timely fashion, companies can strengthen their customer relationships.
- ❑ **2. Encourage Self-service Among Customers and Agents**  
[Building a centralized portal](#) to share information across the enterprise and with customers reduces the time agents spend tracking down customer data. Additionally, giving customers access to mobile and online tools results in a simpler and more transparent view of claims data.
- ❑ **3. Bust the Myths Surrounding Automation**  
Many insurance company executives believe claims management is too complex to benefit from automated solutions, or that fixing disparate communications challenges is cost-prohibitive. But today’s newest [web-based technologies](#) are easy to use and scalable. They allow companies to eliminate many manual tasks, quickly demonstrating cost savings.
- ❑ **4. Invest in the Right Solutions**  
Advanced scanning devices that process information at a high volume, combined with sophisticated capture capabilities for both paper and digitally born documents, can empower employees and policyholders by offering them easy access to important data. The KODAK Info Input Solution, for example, supports browser-based, batch-mode capture in a centralized location with the ability to merge, index and annotate key documents. The solution can also be embedded within applications to capture-enable them, adding further efficiencies to operations.

## Short-term Results

Strategic changes such as these four steps can speed up claims processing, increase claim-status transparency, accelerate agent responses to customer inquiries, and meet customer needs for communication via preferred channels, including email and mobile.

## Long-term Results

These upgrades can ultimately lead to a more satisfied customer base. Customer attrition will decrease, leading to cross-selling or upselling opportunities. Finally, cost savings that result from reduced manual processes positively impact a company’s bottom line.

Sources:

<sup>1</sup> “Reimagining customer relationships,” EY, 2014  
<sup>2</sup> “World Insurance Report 2015,” Capgemini, 2015

“Meeting the Challenges. Driving Smarter Claims Processing,” Kodak Alaris, 2014

“Top 10 Business Trends Impacting Life and P&C Insurers in 2013,” Gartner, March, 2013