PEGA®

Elevate existing claims systems to new heights

Use AI and automation to deliver intelligent claims adjudication and customer peace of mind

The world of claims processing is changing, and so are consumer expectations. Technologies once deemed leading edge are now becoming table stakes in insurance. To both maintain pace with competitors and get ahead of costly challenges, insurance providers need to lean into digital transformation – like AI, intelligent automation, and advanced analytics – to deliver improved claims outcomes and the seamless, personalized, omni-channel experience insureds have come to expect.

Consumers have high expectations for personalized service

Society is becoming a digital-first landscape, and consumers – more than ever before – expect the brands they do business with to know them, anticipate their needs, and deliver seamless, personalized interactions.

Many insurers only interact with policyholders when they file a claim. And if they had a bad experience, insurers risk losing that customer forever.

41% of policy holders who submit a claim are likely to change carriers within a year*

Today's claims model is shifting to embrace automation and analytics

Current claims models rely on manual processes and adjuster knowledge. With the right, smart technology, claims can balance their adjuster's expertise with intelligent-driven analytics – all to enable them to work more effectively, improve claims outcomes, and deliver peace of mind to their policyholders.

Additionally, disconnected data and systems create silos around sales, service, and claims, leading to a disjointed customer experience. Without centralized access to data and analytics (and a unified backbone for intelligent automation), your claims team could be missing out on opportunities to nurture, service, or expand relationships following a policyholder's claims experience.

Proactively connect with policyholders and create more opportunities to build value

By providing intelligent, personalized digital claims experiences, insurers can deliver peace of mind and amazing outcomes to their consumers:

- Engage proactively with policyholders before, during, and after a claim to build trust

- Simplify the policyholder's journey with personalized, cross-channel experiences

- Monitor their journeys in real time and react to breaches in the desired customer experience

- Strengthen growth and retention post-settlement with AI-driven next best actions that nurture the relationship

Use AI, advanced analytics, and intelligent automation to optimize claims handling workflows and outcomes

Seamlessly weave AI and analytics across the claims lifecycle to boost throughput, capacity, and outcomes.

- Leverage predictors of claims complexity and assign claims to the appropriately skilled adjuster at the time of notification

- Utilize analytics to augment adjusters' expertise and recommend next best actions for complicated claims

- Unify adaptive learning and predictive analytics with automation to enable straight-through processing and deliver truly intelligent adjudication

- Conduct real-time claims leakage audits and course correct prior to settlement

- Use a consolidated dashboard to help adjusters manage and prioritize work across multiple systems

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* Based on Accenture study.

Pega helps you modernize your end-to-end claims processing without replacing your existing tech

Power automation and personalization across the entire policy lifecycle with intelligent technology that gets your data, systems, processes, and people working together and drives results, such as:

- 30% reduction in claims handling cycle time

- 45% reduction in customer's time reporting a claim

- 92% claims adjuster approval rating

- 25+ increase in Net Promoter Score

- 50 countries now utilize a single pane of glass for claims intake and adjudication

Delight policyholders and increase retention by personalizing customer journeys

Deepen policyholder loyalty with proactive, personalized outreach before, during, and after the claims process. Deliver a modern claims journey that provides intelligent insights, personalized messages, and real-time recommendations that build value.

Boost claims handling capacity and improve claims outcomes

Connect data across departments, channels, and systems. Apply predictive and adaptive analytics, and automate smart workflows to secure the full potential of straight-through claims processing. Bring visibility to data and processes and get Claims and Sales teams working in partnership.

## Quickly solve for today's operational gaps and tomorrow's challenges

Use low-code tools to quickly create, integrate, and deploy solutions to your most immediate business challenges. Reuse and adapt components to scale and modernize across the enterprise.

> **"With Pega, we're omni-channel in our next-best-action approach. It's about being one voice, one brand, for the customer – regardless of channel."**
>
> – Jeroen Dijkstra
> **Manager - Omnichannel Personalization, Achmea**
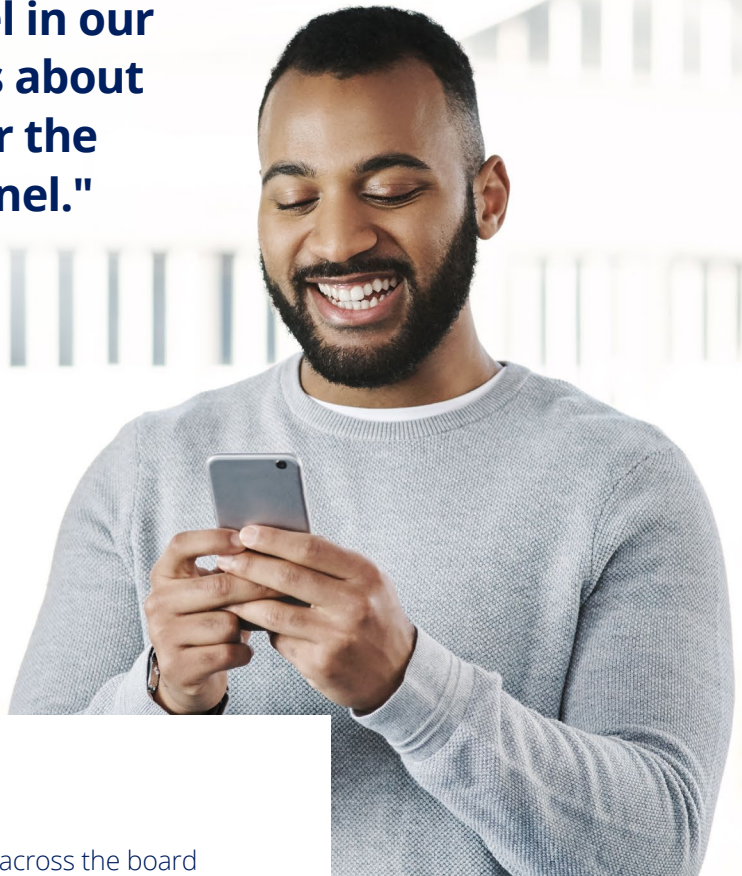
Who's getting it right?

Modernize your claims handling and see improvements across the board

AEGON

- 80% first-call resolution
- 37-point increase in Net Promoter Score
- 60% reduction in claims processing time

Aegon – a large, multi-national corporation based in the Netherlands with over 2 million customers serving 25 regions – used Pega to coordinate workflows and transform product-centric operations to seamless, customer-centric service. A single, operational servicing portal gave agents visibility into each policyholder's information, and smart, automated workflows ensure that the right information is served to the right agent at the right time. By streamlining operations, Aegon improved customer experiences, first call resolutions, and employee satisfaction.

ATHORA

- 92% reduction in applications (13 agent desktop applications reduced to just one)
- 80% reduction in average handle time (AHT)
- 38% increase in straight-through processing for new service requests

Athora – a European insurance provider with over 250 different business applications, 2,400 individual service operations, and 500+ products for one business unit alone – was struggling to streamline processes. By using Pega to connect and coordinate front- and back-office operations, Athora was able to offer policyholders more personalized, consistent experiences across all service channels.

PEGA®

Don't get left behind.

Discover how Pega's powerful, low-code platform for AI-based decisioning and workflow automation can help you unlock value, accelerate the claims experience, and transform your business.

Visit **pega.com/insights/ resources/pega-claims-optimization-glance** to learn more and get started today.