

THE CLAIMS TRANSFORMATION FORUM 2016

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Enhancing claims experience through people, process and technology optimisation

Claims has been identified as the opportune focus area for insurance companies to improve efficiency and reduce costs. Yet it is also the moment of truth in delivering customer experience that will win or lose customers. With the insurance industry undergoing a rapid technological revolution, automation, digitalisation and data analytics are key to achieving the most efficient claims process whilst ensuring a superior customer experience. This is also paving the way for a transformation in people skills and management, with talent becoming an increasing focus for insurers.

The difficulty of delivering this has been compounded by record levels of insurance fraud, which disrupts both customer experience and process efficiency. In these challenging conditions, the claims service has become the key differentiator in a fiercely competitive insurance market, and companies that fail to meet evolving customer expectations whilst cutting costs and fighting fraud will lose out on vital market share.

With the current focus on improving the claims areas in insurance companies as a backdrop, MBE recently partnered with IQPC on their Claims Transformation Forum in London. This forum was aimed at professionals in the insurance industry and its objective was to bring together leading claims professionals from across Europe's insurance industry to address the key challenges in enhancing profitability and differentiating from competitors in a digital era. Speakers included senior figures in the claims departments of various prominent players in the market such as AXA, AIG, Zurich and Direct Line.



Sponsorship banner at the forum

The event was also hosted in partnership with PEX, the Process Excellence Network. PEX is a global community for process professionals, business leaders and executives who want to improve their businesses through process and operational excellence.

MBE were pleased to see many senior Claims Transformation professionals from across the industry and enjoyed meeting them over the two days of the Forum, and learning about their experiences and challenges in the industry. **MBE Director of Operational Excellence, Vibeke Edvardsen**, had the following to say about the event: *“Our key take away is that there clearly is more to be done in terms of changing our claims operations to be aligned to customer expectations, especially looking at the expectations set by younger generations. Process and technology improvements are proving that claims processing can be reduced from months and weeks to days and hours. Very exciting times ahead for claims! We look forward to assisting our clients on their change journey.”*



Panel discussion on Claims Transformation