



# DECODING INSURERS DIGITAL TRANSFORMATION CHALLENGES THROUGH ROBOTIC SERVICE ORCHESTRATION (RSO)

The insurance industry is evolving!

This evolution is catalysed by multiple levers including macroeconomic, socio-political, and maturity of technology infrastructure. The business landscape is changing - customer expectations, competition, and markets are evolving fast. Insurers are responding by adapting to future-ready operating models.

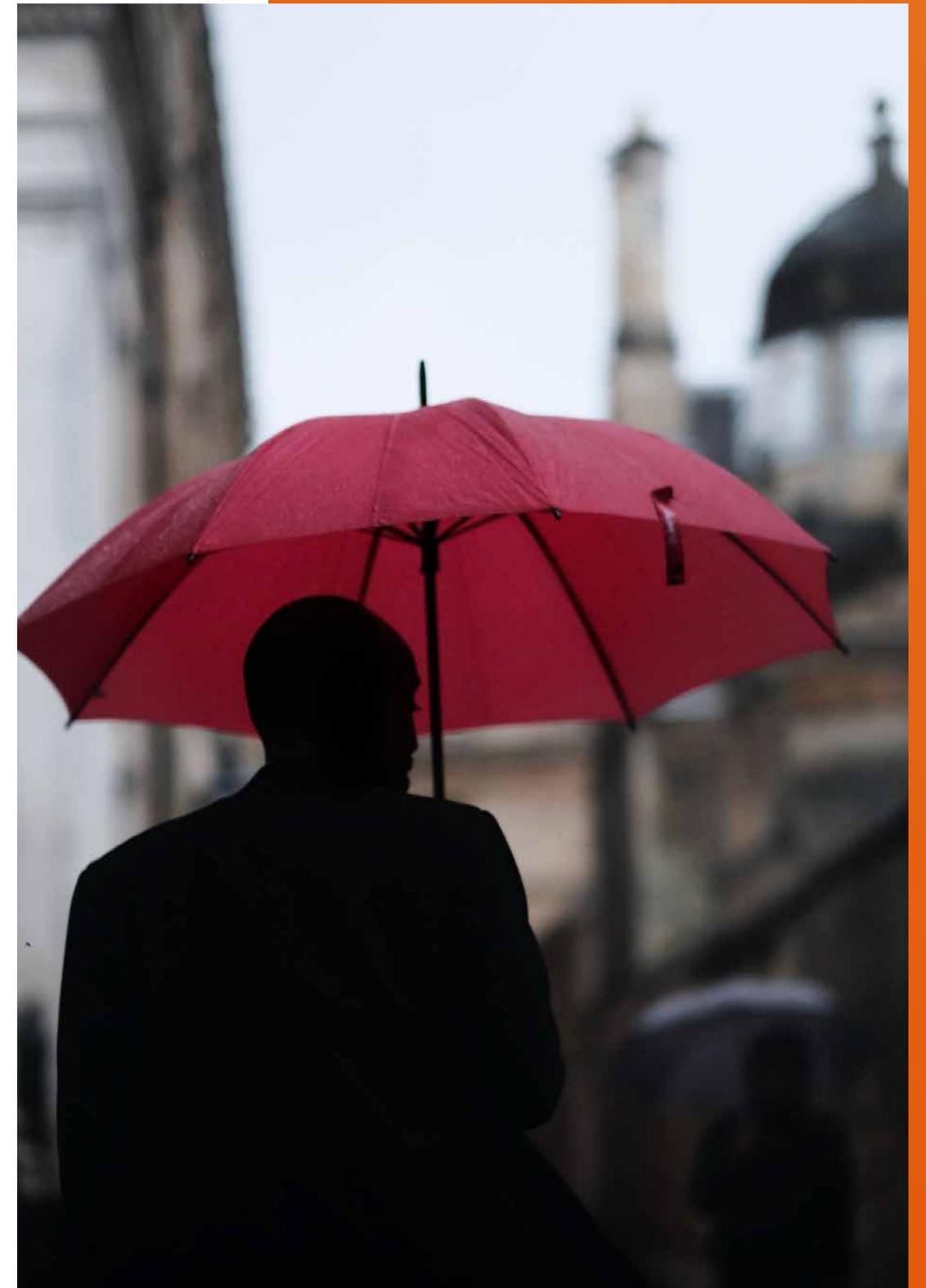
A **fully integrated, unified view of your operations** will be the competitive advantage you are looking for.

## **Enate delivers on the promise!**

**80% reduction in internal processing time**

**70% reduction in end-to-end cycle times**

**56% reduction in Client Service Email resolution time**



# INSIDE

01. Insurance Industry in APAC
02. Digital Transformation in Insurance
03. Unsolved Challenges
04. How can RSO help?
05. Let's talk!

# INSURANCE INDUSTRY IN APAC

Asia Pacific, home to almost a third of the world's population, is a challenging and yet an interesting market for the Insurance Industry.

At one end we are aware of the challenges of the aging population and the uniqueness in each submarket. At the other end, we see tremendous opportunities in the customer base of next-gen millennials.

Asia led by India and China has the highest adoption of mobile technology, which has resulted in disruptive distribution tactics for Insurers.

Traditional Insurers are plagued by **legacy systems, manual processes, fragmented and opaque ecosystems**. This has resulted in high TATs, and often missed SLAs. COVID has also acted as a catalyst in digital adoption and driving customer behaviour.

Progressive insurers are investing in a fully integrated, real-time solution that provides operational transparency to customers, agents/brokers, intermediaries, and insurance company employees



# DIGITAL TRANSFORMATION OF INSURANCE IN APAC

The insurance industry in APAC is witnessing a technological revolution!

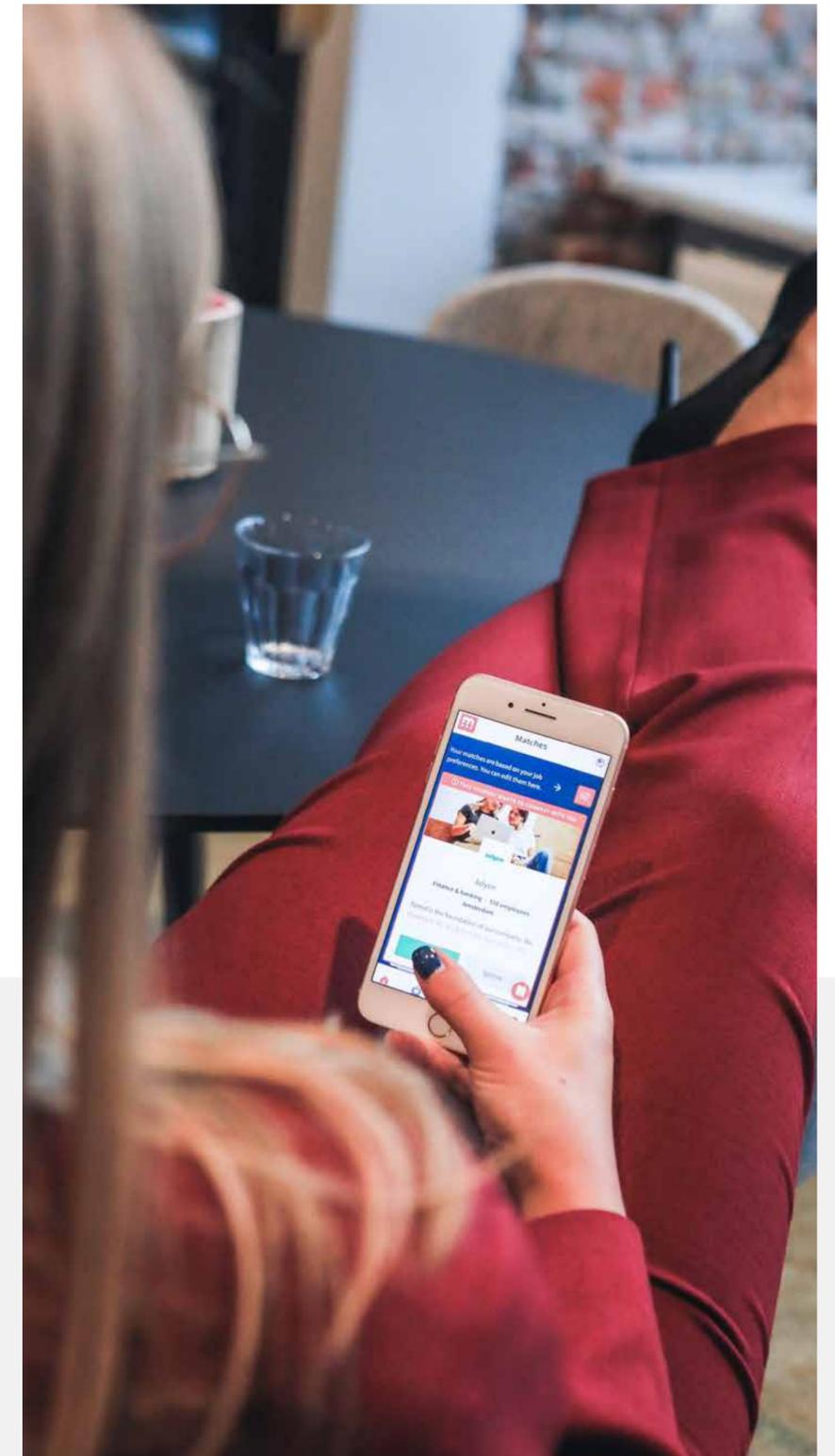
The industry is focusing on product innovations targeted towards improving customer experience. The uniqueness of the Insurance market is reflected in the extent of digital adoption at the point of sale and claims management.

The variation is evident as we see India, Singapore, and Malaysia are largely agent-driven and heavily focus on face-to-face interactions. On the other side, markets like China, Thailand, and Australia are far ahead in terms of the D2C (Direct2Consumer) approach through digital channels.

Customers on the other hand are actively moving to digital channels for researching and buying products. Case in point, Indian insurers saw a significant uplift in new business through digital channels during March and April of 2020. This trend is only a reflection of the larger digital maturity and adoption in the industry. Digital transformation is revolutionizing the entire lifecycle of insurance operations in APAC.



**EY's 2020 APAC Insurance Outlook Report confirms that the top priorities for Insurance companies in APAC include cost reduction, especially in light of rising compliance costs and increased regulatory focus, digitization of operational processes, and more effective use of technology generally. Technology is critical to success on both the bottom and top lines; that is, automating processes can help reduce expenses, while better customer experiences and more productive agents can lead to more revenue.**



# UNSOLVED CHALLENGES

## 1) Fragmented Processing

Within Insurance, Marketing and Sales are traditionally known as the “Yes” departments, while Underwriting and Claims are the “No” departments. The Customer Service team is often the referee between these competing interests. Thus, there is an inherent and perpetual tension among these departments. Now add to the mix external stakeholders - Brokers/Agents and Customers to this ecosystem and the complexities increase tenfold.

For an industry that hosts such varying stakeholder interests, information processing at individual departments leads to **multiple touchpoints & handoffs**. This results in lengthier processing timelines. An RSO enabled integrated processing ecosystem will help you in reducing inefficiencies by streamlining information flow between departments and processes.

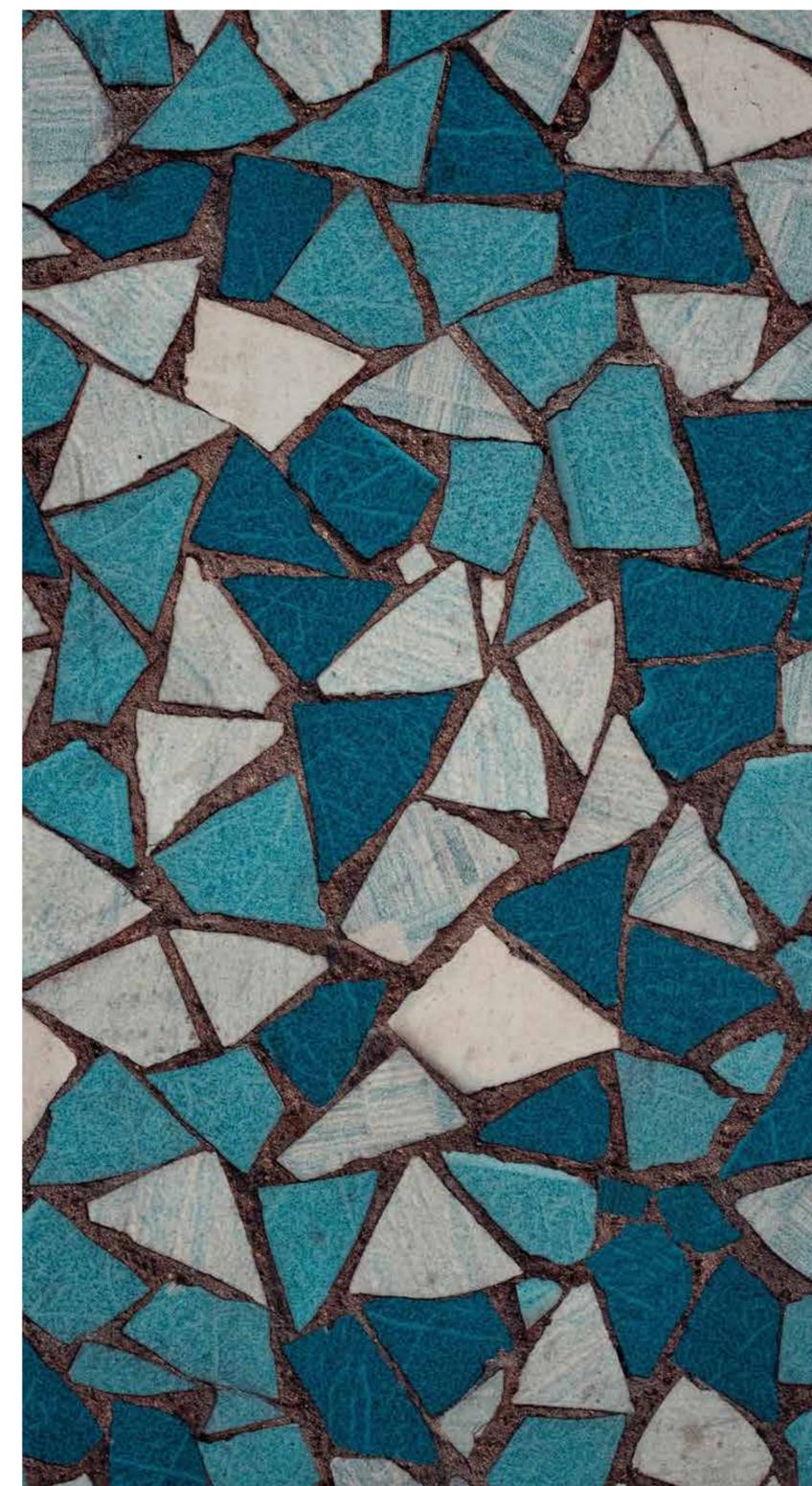
### Scenarios

#### Outstanding Requirements Management

Outstanding Requirements Management involves tracking and updating incomplete/erroneous information received during the proposal completion process. It involves multiple stakeholders - customer, agent, TPA, and insurance company employees. Fragmented processing, weak compliance and inefficient communication lead to delays, reworks, and a lack of SLA adherence during work handoffs. This has a direct impact on customer experience and possible loss in new business revenue.

#### New Business & Renewals

Insurance broking companies work with multiple insurers and clients during the New business or Renewal processes. Often, they need to work with different parties with multiple handoffs. These manual/disconnected handoffs lead to long cycle time due to fragmented processing. The task of tracking and plugging delays during the information gathering phase further affects proposal creation and acceptance timelines.



## 2) Lack of Transparency during work handoffs

Considering the complex nature of insurance operations, the **different departments often work in silos** without much information flow within their compartmentalized ecosystems. This leads to a lack of visibility and potential delays in operation.

For e.g. The claims processing operation involves multiple stakeholders like claims analyst, adjuster, policy finance, and payment teams. The complexity increases when external parties like Agent/Broker, TPA, and Legal get involved.

Similar situations are seen in departments like - customer, agent, policy servicing team, underwriters, etc. Most of these entities operate in silos, with little or no transparency in the flow of work/data amongst them. This results in an opacity that greatly affects operational due diligence.

### Scenarios

#### Major and Minor Policy Updates

During the policy servicing stage, the customer may request a **major change in policy (such as a change in sum assured, or additional health disclosure)** which might involve the intervention of many departments from the insurance company. A customer may also consider a **minor change (such as an address update)** which might not warrant high-level scrutiny. Varying requests of such kind are currently addressed in a **non-streamlined and non-standardized manner, thus increasing process inefficiencies and reducing transparency.**



### 3) Workload Balancing & Effective Resource Utilization

In Insurance, multiple stakeholders are working in collaboration in functions such as claims processing. When a new claims request comes in, it needs to be effectively triaged to the appropriate claims manager, underwriter, and other ecosystem players - based on their availability, authority, and competency to handle the request.

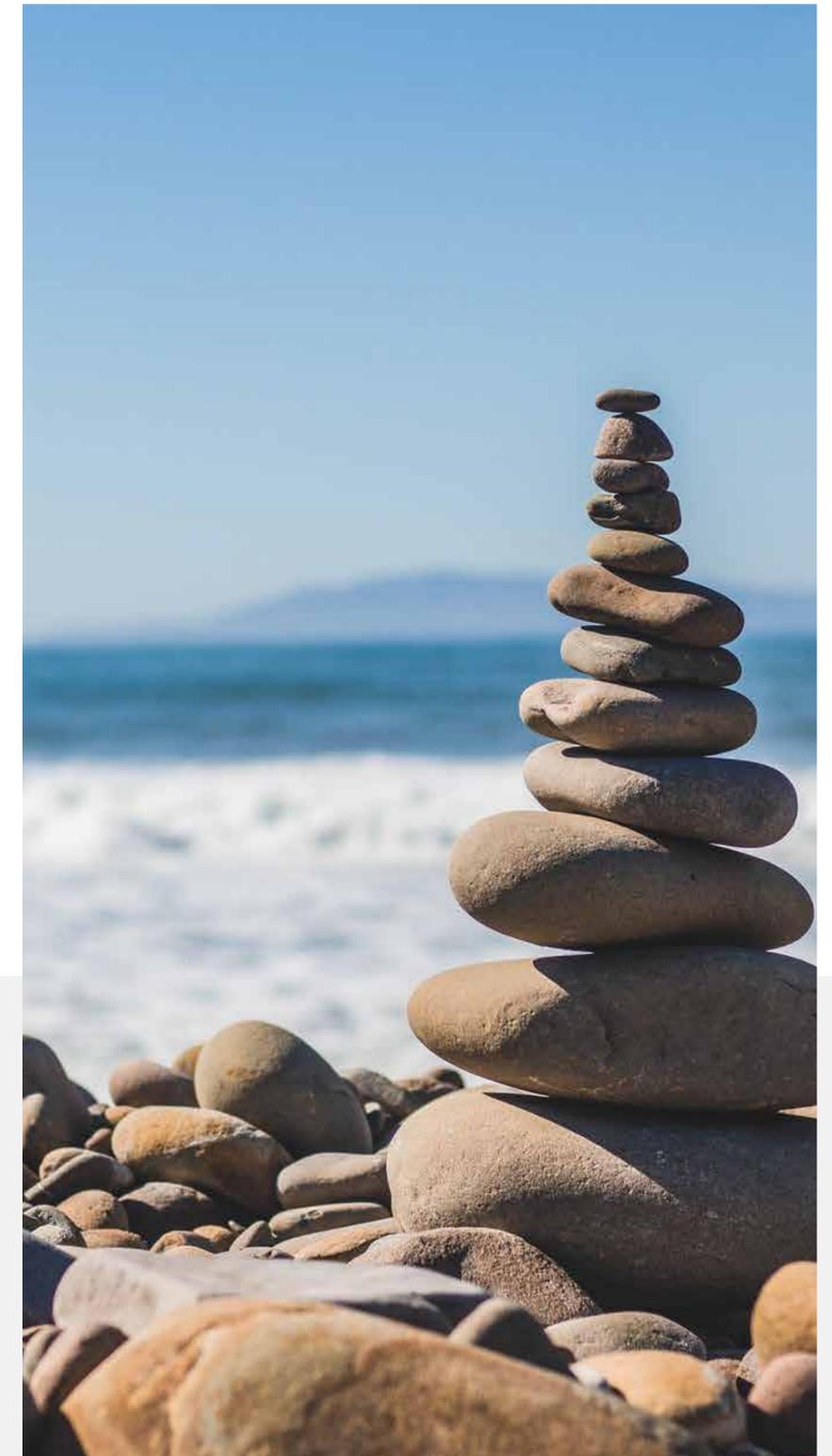
In addition to the human workforce involved in these functions, there is an increasing trend of adoption of automation technologies like Robotic Process Automation (RPA), AI, ML, NLP, etc. These bot technologies introduce operational efficiencies by automating repetitive and mundane tasks.

However, **an effective RSO platform is required to ensure that the work handoffs between humans and bots are handled efficiently.** Bots can work on simple tasks while humans can step in at any point to handle exceptions and focus on complex tasks in the end-to-end service cycle.

It becomes imperative for the management to be aware of the workload of their digital and/or bot workforce, for efficient triaging and work handoffs, or else, it can lead to compounded inefficiencies in each stage of the process.



**Bots can work on simple tasks while humans can step in at any point to handle exceptions and focus on complex tasks in the end-to-end service cycle.**



# HOW CAN ENATE HELP?

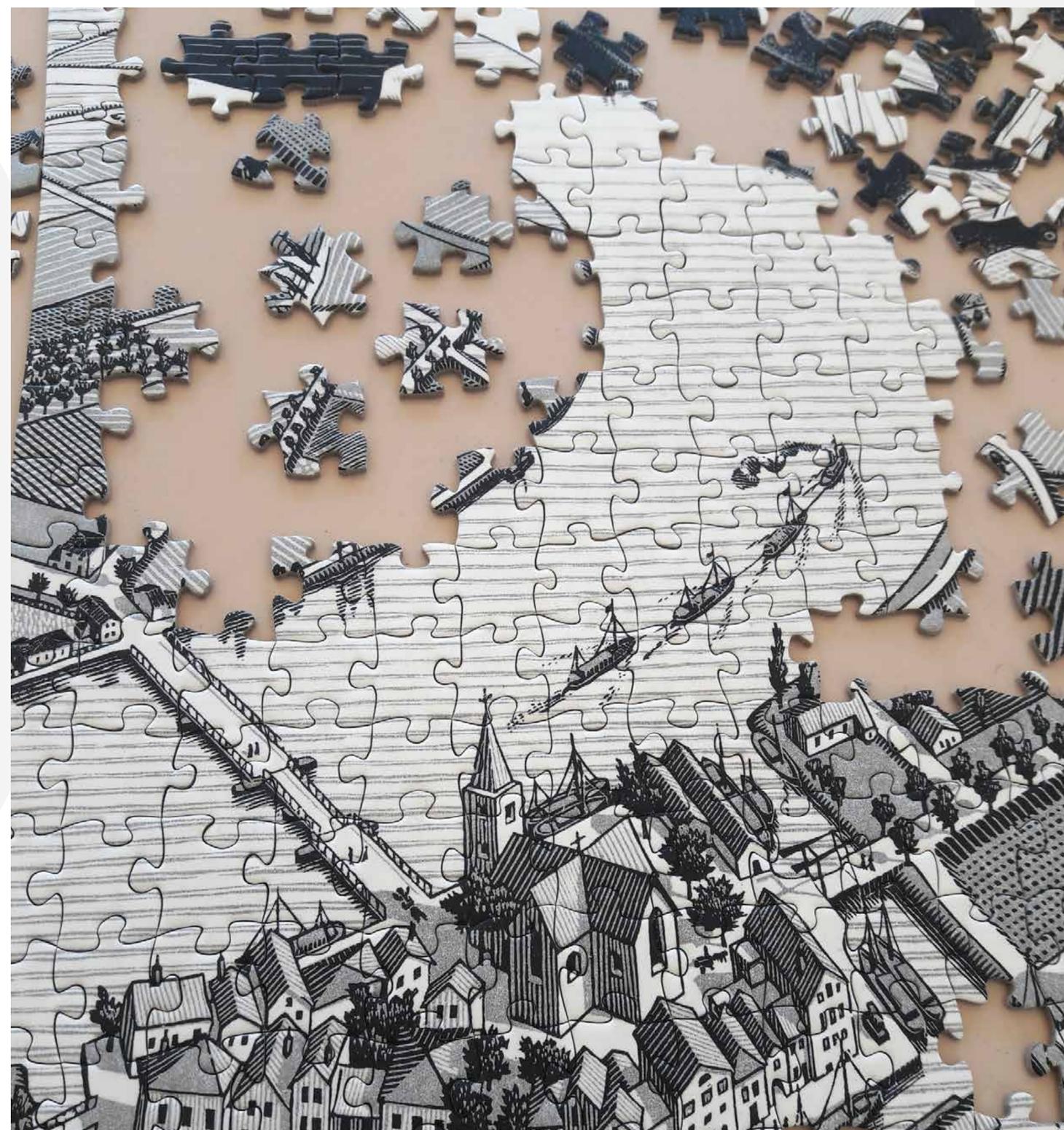
Enate Robotic Service Orchestration (RSO) is a Lite BPM, Workflow, and Work Management platform that connects humans with bot technologies like RPA, OCR, AI, ML and more to enable end-to-end automation.

It can significantly **boost the operational efficiency** of Insurers by effectively and efficiently orchestrating tasks between a human and/or bot workforce. Here's how Enate addresses the challenges described in the previous section.

## 1) Fully Integrated Processing

Enate enables end-to-end service delivery **with seamless work handoffs** across people & teams. The platform helps you run a **lean, efficient, and productive** workforce with excellence in process execution. Amongst other things, this results in better resource utilization and improved efficiency of your employees - human or digital, especially helpful for distributed teams working in different time zones.

For e.g., during outstanding requirements management, agents and customers need not worry about constant follow-ups with insurance company stakeholders and customers as every policy detail is updated in Enate's ecosystem. This leads to real-time visibility in tasks and better SLA adherence, compliance, and control.



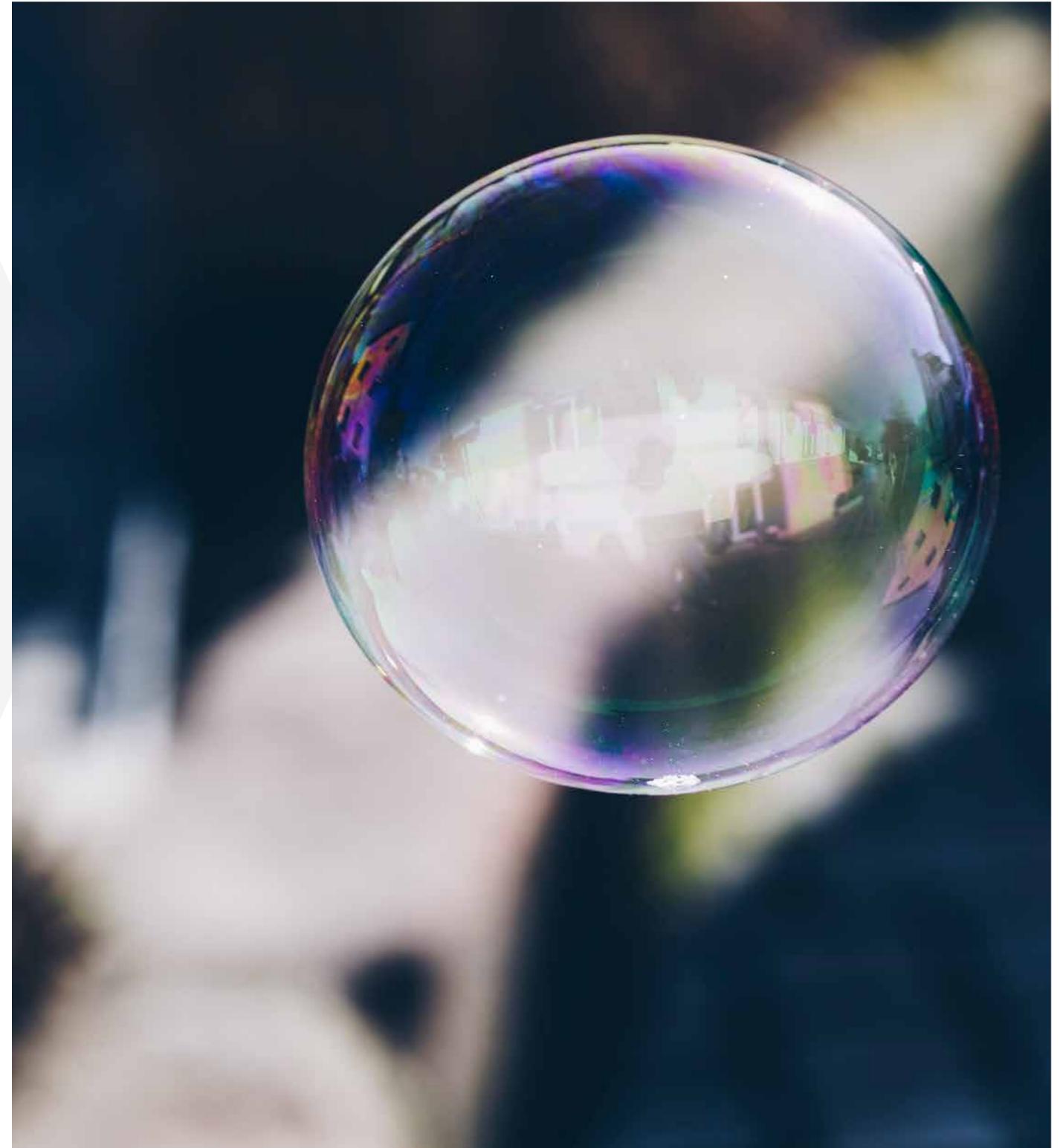
## 2) Unified View

Lite Workflow and BPM capabilities of Enate ensure that information and task-handoffs between different stakeholders, within and external to the insurance company ecosystem, can be efficiently managed.

Enate's task-based design framework simplifies processes by subdividing into simple tasks based on human and/or bot workforce activities.

With **better workflow & simplified process management** all stakeholders have a unified view of their transaction, once they are on boarded on Enate. Here's how they benefit:

- Underwriters & Claims analyst will have access to guided processing
- Agents / Brokers will have real-time visibility of policy approvals/rejections
- Customers & TPA will always be up to date on their request status
- All stakeholders will have a 'single version of the truth' updated on pending actions with notifications.

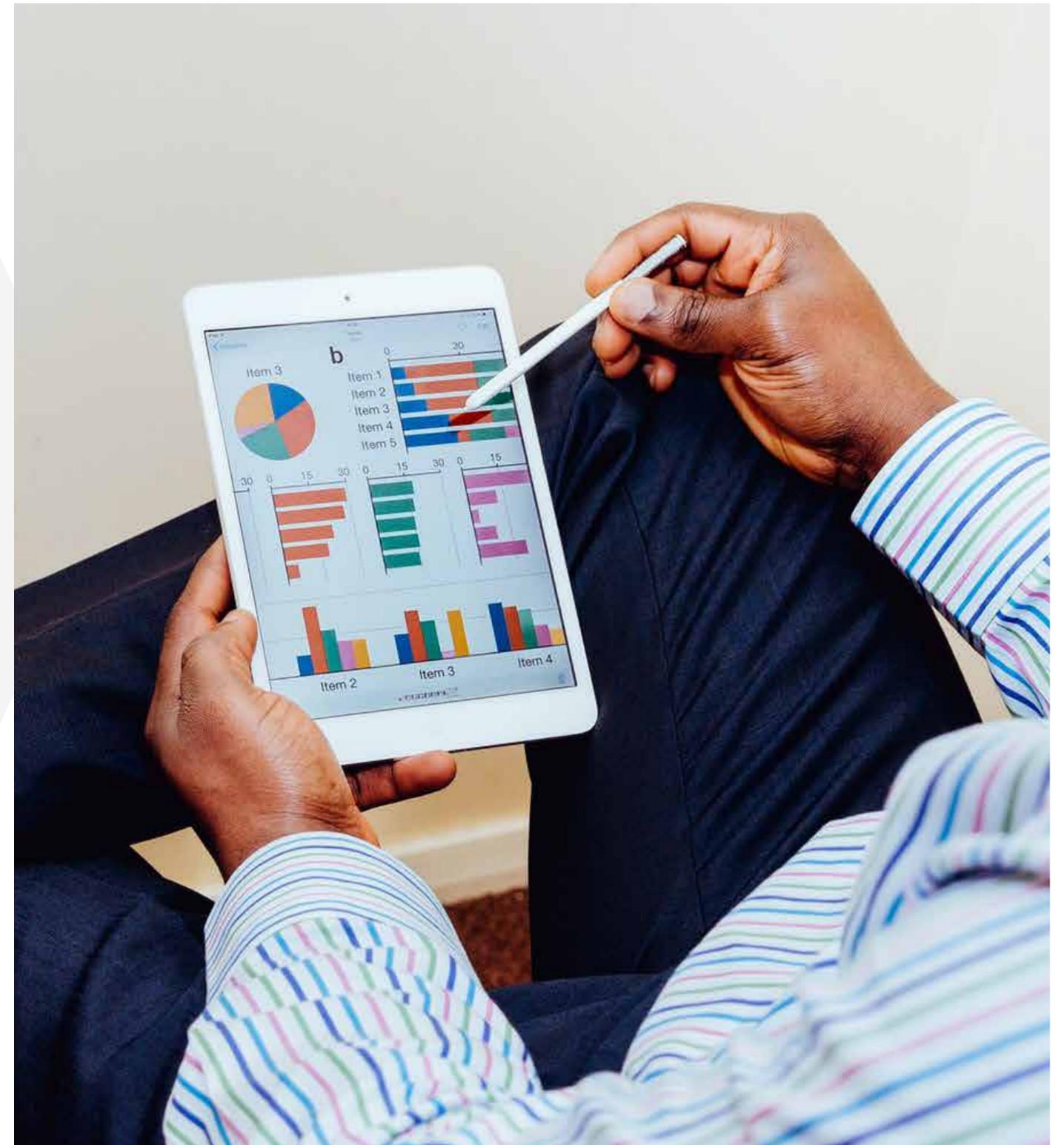


### 3) Real-Time Tracking and Workload Management

Insurance leaders can govern their workforce within Enate, whether its a human-only workforce or a combined human and digital workforce. Teams involved in the service delivery handle tickets, cases, and perform actions. With real-time visibility of the entire service, managers can make sure the work is allocated to the most appropriate and available resources at any given time, adjusting wherever necessary.

- Enate provides **real-time insights** on each step of the process and analytics from hard to mine areas.
- Email and Case Management capabilities provide an **audit trail** of all the activities around specific tasks.
- The platform provides **Day-to-Day Operational Reports, Productivity, and Utilization Reports.**
- Bespoke reporting capability which can immensely help **boost process efficiencies** and workforce productivity of internal and external stakeholders.

With increased transparency, team leaders and company management will get an aggregated view of the approved/rejected policies, resource utilization, current bottlenecks, case volumes, and are equipped better to handle unpredictability in business volumes.



# ADDITIONAL ADVANTAGES OFFERED BY ENATE

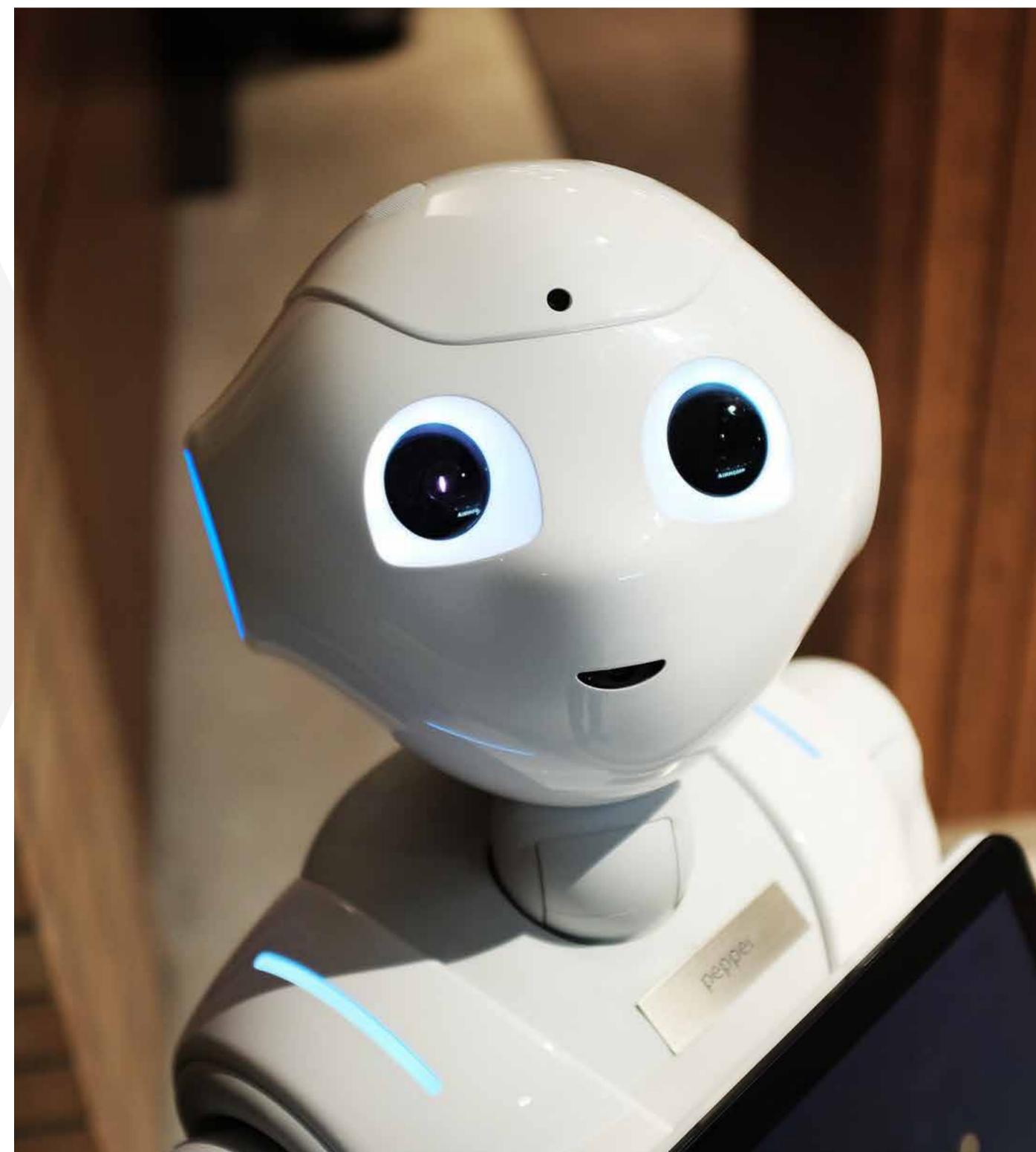
## Identifying Automation Potential

Enate's automation potential reports can guide Insurers on which are the possible areas to automate next and what they might save by doing so. Enate can help **build an automation roadmap** for the future. As an organic outcome of Enate implementation, the smart and intuitive solution will help you uncover hidden automation potential.

For eg, Insurance processes which require humans to read a lot of text and understand it can be automated using NLP bots. Enate can also help you discover simple rule-based activities like filling policy forms that can be facilitated by RPA bots.

Enates intuitive RSO provides an ongoing intelligence into your operations. You will discover an automation roadmap that promises to reduce overall operating costs up to 20% while simultaneously increasing automation opportunities in a span of 24 months.

Imagine the undiscovered potential. for operation efficiency and productivity improvements.



# ABOUT ENATE



Enate is a UK headquartered Robotic Service Orchestration platform with an APAC office in India. Enate was named a Hot Vendor 2019 by HFS Research. The platform's customers include the likes of Mizuho, a global banking major, Utmost (Generali Link) – an insurance major, and consulting and professional services organizations like Capgemini and a Big 4.

## Include Enate in your Digital Transformation Roadmap

- Is Digital Transformation a strategic goal for your organization?
- If you can automate processes with more transparency, efficient work-handoffs, and SLA adherence, would that improve your ROI from automation and be a win for your business?
- Do you need a long-term automation strategy for adopting more "future-of-work" technologies like AI, ML, OCR, Cognitive tech, etc?

---

**If your answer is yes for any of the above –  
Enate is the right partner for you.**

**Connect with us at [apac@enate.net](mailto:apac@enate.net) to know more.**

### References

1. <https://www.lexology.com/library/detail.aspx?g=58656907-2d4d-4f23-95b9-d3e4bcb0dc3a#>
2. <https://techwireasia.com/2020/01/in-2020-how-can-insurers-respond-to-the-evolving-apac-market/>
3. [https://assets.ey.com/content/dam/ey-sites/ey-com/en\\_gl/top-ics/insurance/insurance-outlook-pdfs/ey-global-insurance-outlook-asia-pacific.pdf](https://assets.ey.com/content/dam/ey-sites/ey-com/en_gl/top-ics/insurance/insurance-outlook-pdfs/ey-global-insurance-outlook-asia-pacific.pdf)
4. <https://www.insurancebusinessmag.com/asia/news/breaking-news/apac-insurers-in-need-of-transformation-and-talent--ey-194632.aspx>
5. <https://www.cognizant.com/whitepapers/apac-digital-insurance-transformers-illuminating-the-way-forward-codex2183.pdf>