

# 5th Seminar on Current Issues in General Insurance

## Claim Process Automation - Challenges & Opportunities

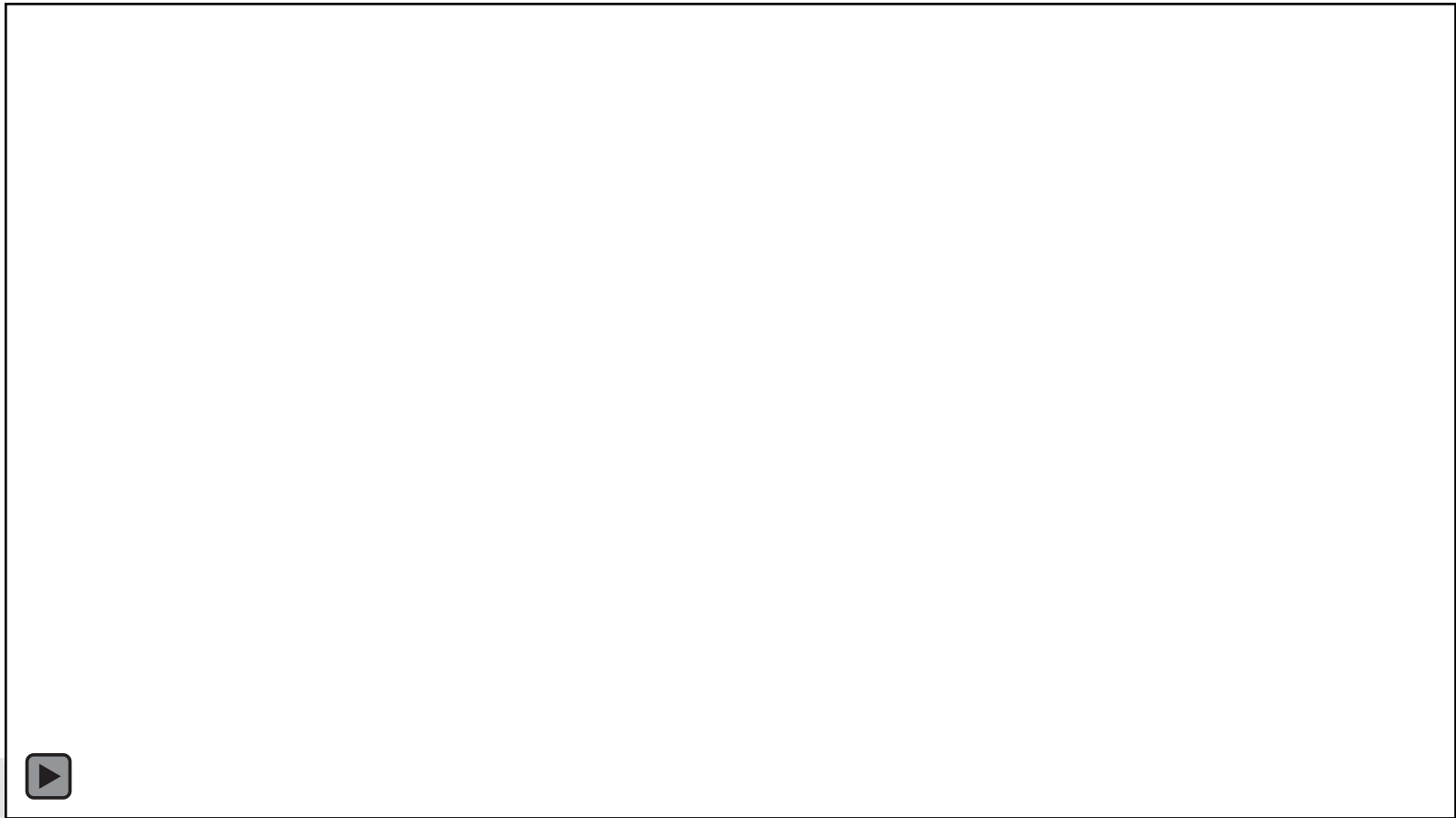
Amitabh Jain

Head - Motor & Health, Underwriting & Claims

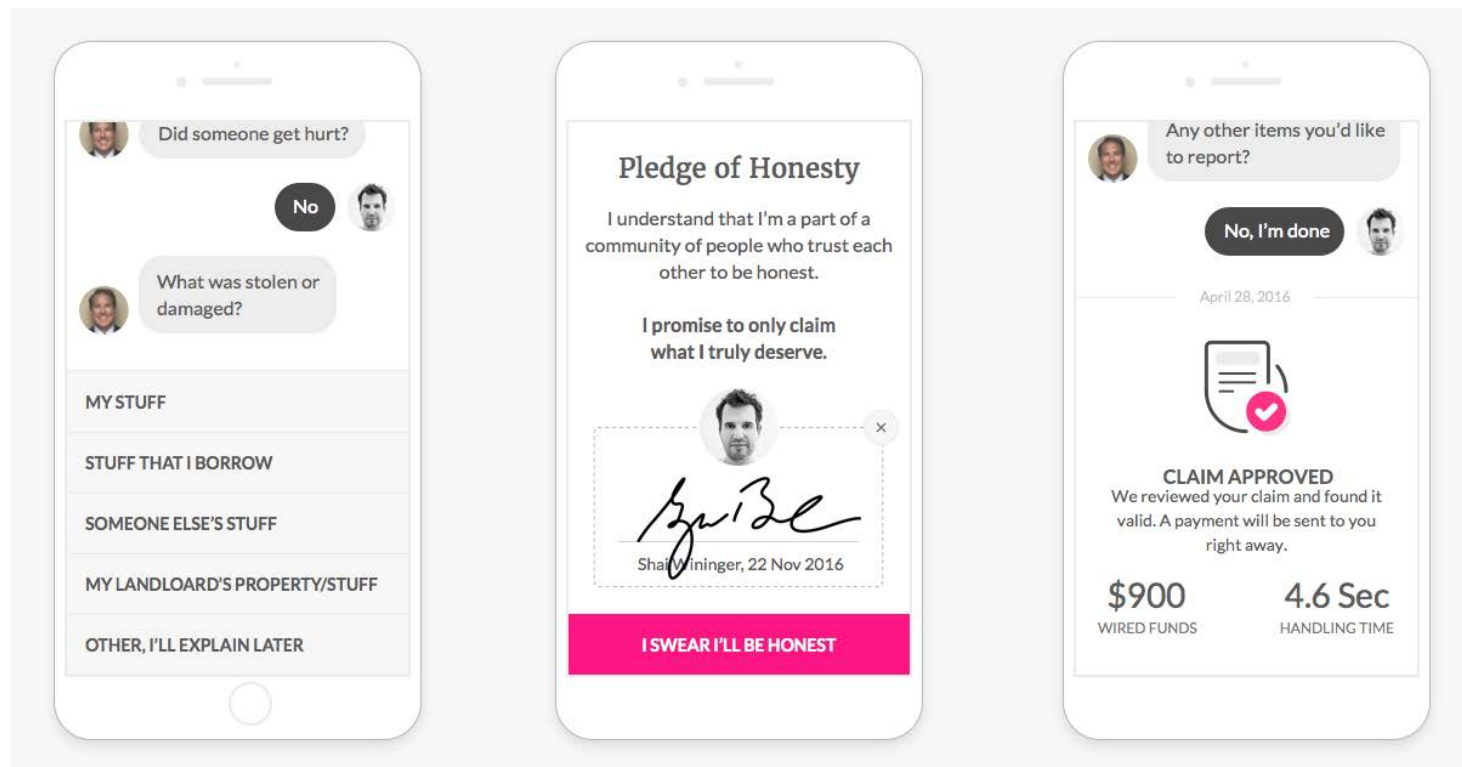
ICICI Lombard GIC Ltd



# Global Trends



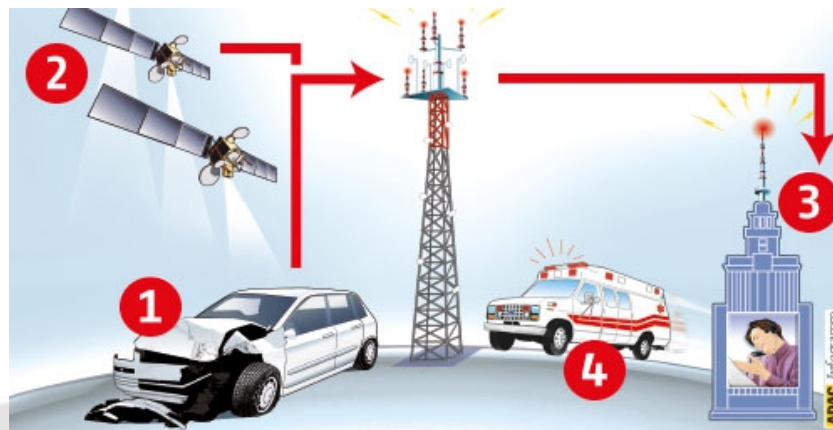
# Global Trends



- Straight-through Processing by **Lemonade**
  - Instant approvals through Chat bot / NLP and machine learning for rental insurance

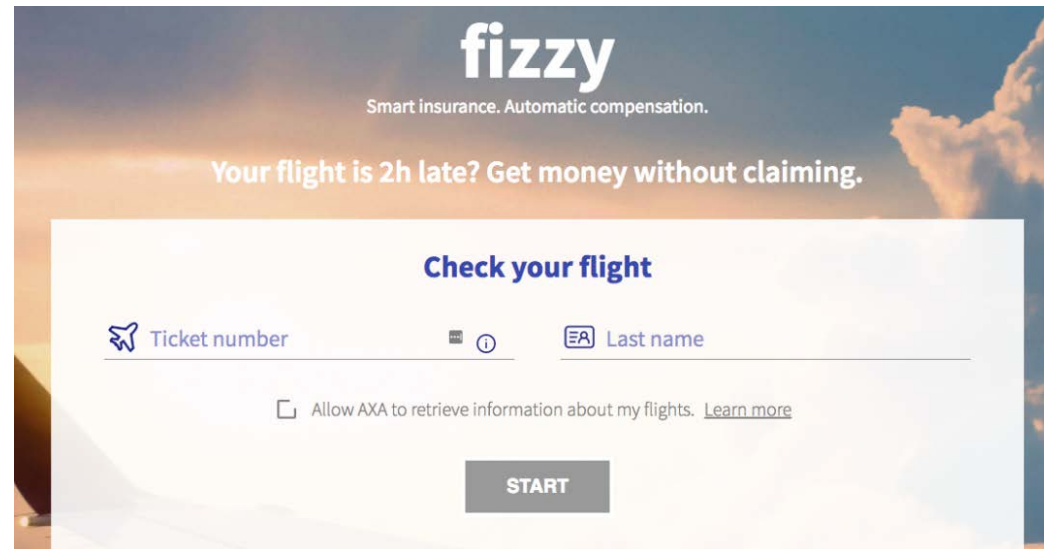
# Global Trends

- **eCall** deploys a device in all vehicles in EU that automatically dials 112 in the event of a serious road accident
  - Estimated to reduce emergency response times by 40 percent in urban areas and by 50 percent in rural areas.



- Wirelessly sends
  - Airbag deployment information
  - Galileo coordinates

# Global Trends



- Provides compensation without a claim – **Fizzy by AXA**
  - Blockchain technology used to detect flight delays from global air traffic databases
  - Compensation is triggered immediately if delay is over 2 hours

# Industry Landscape

- Customer Expectations
  - Instant Gratification
  - Service Standards in e-commerce
- Increasing Competition
  - Reducing Costs to Pass Benefits to Customers
- Advancements in Analytics
  - Predictive Analytics
- Technological Advancements
  - Computing Capabilities
  - Telecommunications (4G/3G)

# Key Focus Areas



# Claim Automation: India



2006-10

In-house Claim Servicing

Claim Workflow System

2011-15

App-based Surveys

Remote Inspections using Images

2016 Onwards

Virtual Inspections over Video Streaming

Claim Processing using ICR / OCR and Digitization



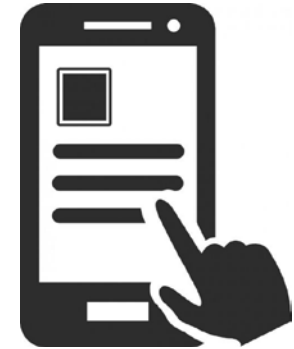
# Evolution: Last Decade



In-house Claim  
Servicing




Claim  
Workflow  
System

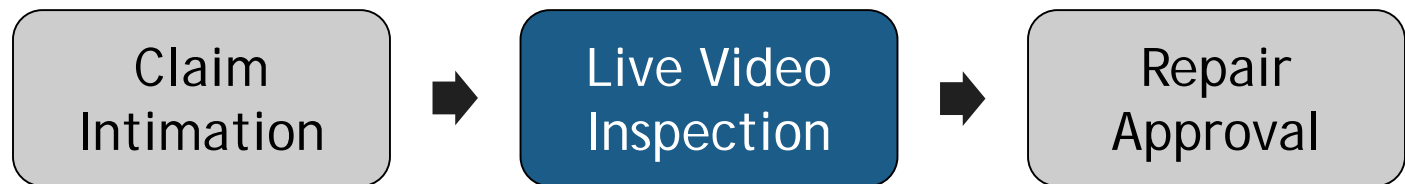


App-based  
Surveys

- Greater control on efficiency and quality
  - Eliminating time spent on non-core activities through process re-engineering and technology adoption

# Remote / Video Survey

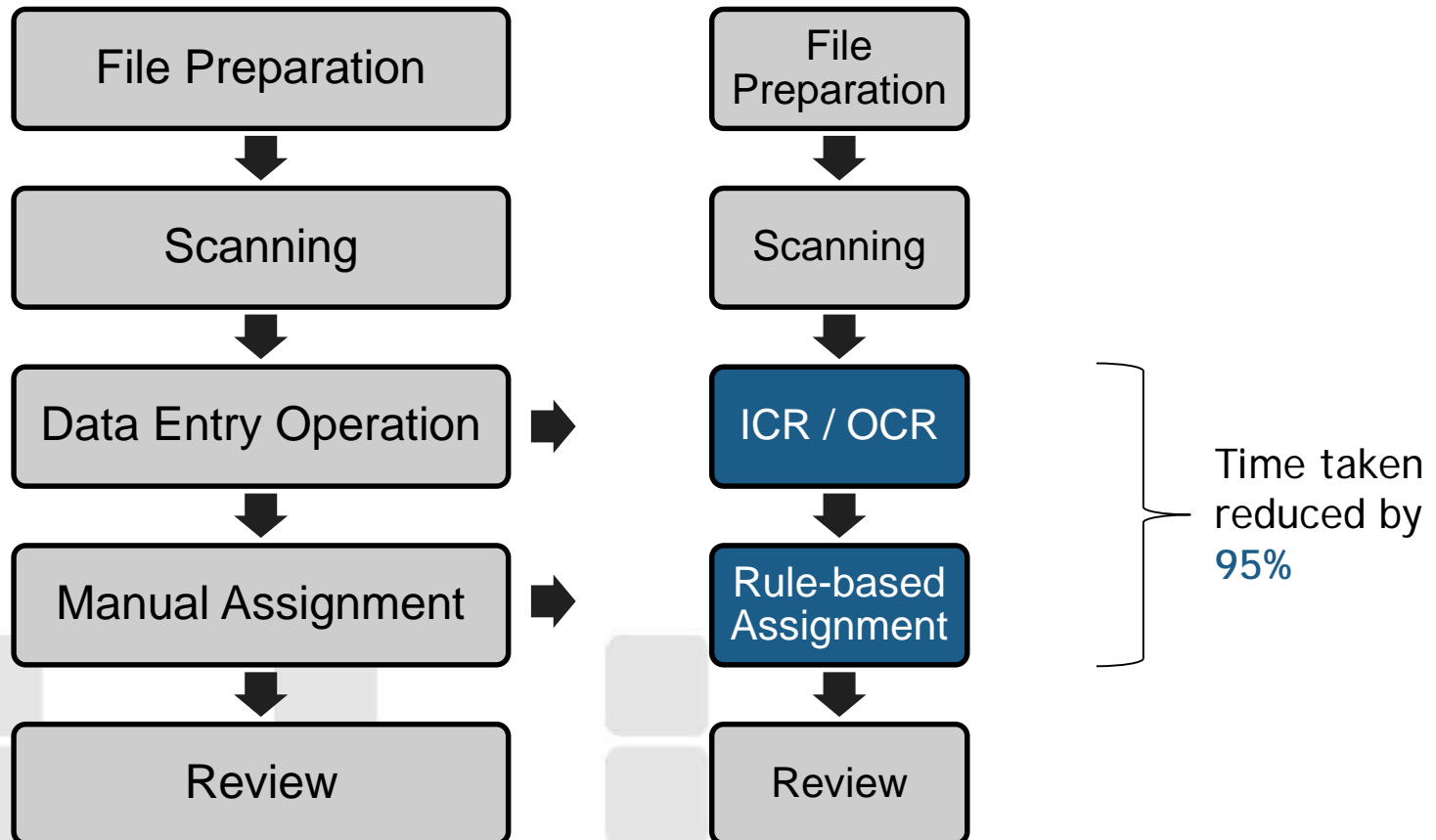
- Resources / surveyors travel to workshops and physically inspect the damaged vehicle
- Remote inspections through images and videos
- Claim intimation, damage assessment and claim approval over live video feed 



- Additional features for customer convenience
  - Scheduling Inspection
  - Claim Tracking
  - Arrange Pickup

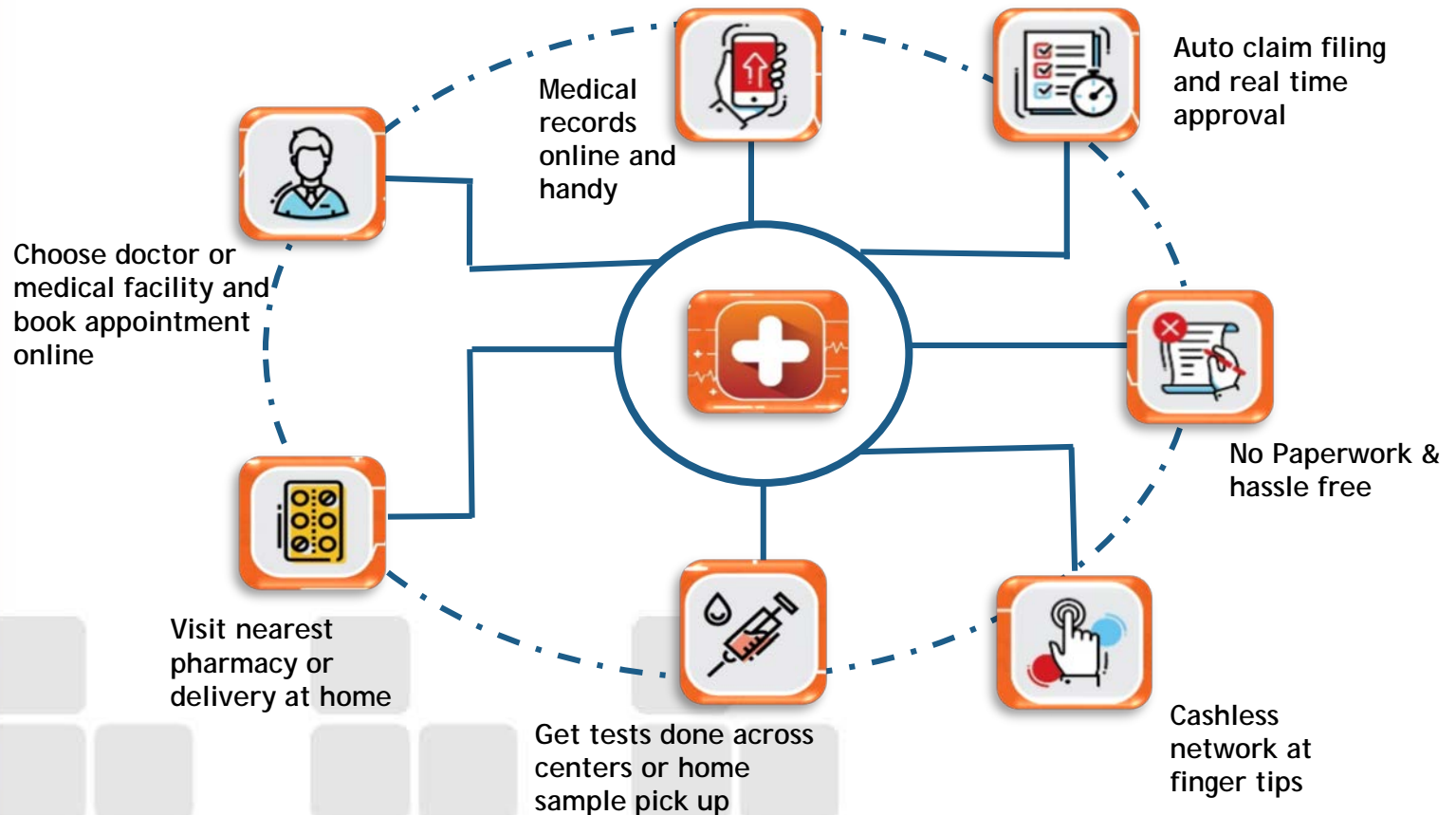
# ICR / OCR for Claims

- Automation of Data-entry Operation using ICR / OCR



# Claim Process Digitization

- Claim Processes for segments such as OPD are being digitized



# Challenges

- Risk of Fraud
  - Higher involvement of beneficiaries
  - Fabricating damages on vehicles
- Change in Behavior of Workshops
  - Increase in frequency of smaller claims
  - Service conversions

Mitigating risk of fraud and restricting change in behavior:

- Intelligent selection
- Regular review of high-loss counters / locations
- Surprise inspections

# Challenges

- Infrastructure Availability
  - Data availability in remote areas
  - Device availability as per location
- Adoption
  - Resistance from partners
  - Training new partner resources in a high-attrition environment

- Continuous improvement and customization of solutions to overcome these challenges
- Wide-spread adoption / implementation key to ensure net payoff from automation

# Future: Claim Processing



- Block Chain
  - Sharing of damage details / photographs between insurers to curtail fraud
  - Details of stolen / totaled vehicles
  - Vehicle registration and driving license details
- Virtual Assistants / Chat Bots
  - Communication and escalation management
- Auto Adjustment
  - Automated assessments using rules and machine learning

# Thank You