



CONTIAMO



Intelligent Claims Management

Driving customer satisfaction and cost reduction in the automotive insurance claims process.

The claims process is undergoing a transformation

The rise of AI is creating new opportunities for insurance agents, brokers and employees to deliver a better customer experience, with the technology enhancing the way sales and services are executed, facilitating faster claims processing.

Accenture, 2017

The insurance industry is facing increasing pressure from low-touch insurance providers, who are powering the processes using AI. Many low-touch insurance providers have taken a lean approach to claims management, favouring speed and simplicity over diligent claims processing. However, as AI and machine learning continues to increase in predictive accuracy, these low-touch insurers are beginning to combine simplicity, speed and diligence.

However, incumbents maintain a significant competitive advantage - their historical data. Years of even decades of historical records of claims and customer outcomes make for an extremely rich data set. This data sets market-leading insurance companies apart from their newer counterparts. It allows them to leverage AI and machine learning with a far greater predictive accuracy. Aided by machine learning, incumbents can use this data to accurately spot patterns and make predictions.

Leading insurers have begun significant efforts in this space. They are bringing the power of data, unlocked by machine learning, to claims management, fraud detection and underwriting. Those insurers that begin or continue to explore this area will prevail over new players and industry laggards. Industry laggards will inevitably find their processes unable to match changing customer demands. Furthermore, they will find their employees unable to take accurate decisions based on an ever-increasing data set.

Contiamo enables large insurance providers to gain and maintain their competitive advantage by powering their claims process with predictions, recommendations and intelligent automations.

Next best action recommendations for claims handlers



The company

Contiamo is working with a large P&C insurer in Europe, enabling their 150+ non-complex claims handlers in the automotive line of business. Contiamo collaborated directly with their claims transformation team, with minimal IT support, to deliver an agile and effective solution.

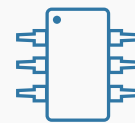
The problem

The company was facing decreasing net promoter scores (NPS) and increasing customer churn. Additionally, their highly manual claims process had been identified as a strain on employee resources.

They wanted to explore how they could assist their claims handlers to take better, more personalized actions when engaging with a customer; while reducing the time-to-resolution for non-complex claims.

The company already had a rule-based system whereby employees would take different actions depending on the customer and policy. However, the business rules were logic-based and only drawing on a maximum of 3 customer or policy attributes.

Why Contiamo?



Easy integration

Contiamo integrated with historical and multiple real-time data sources, deploying recommendations as a visual layer on top of Guidewire



Rapid implementation

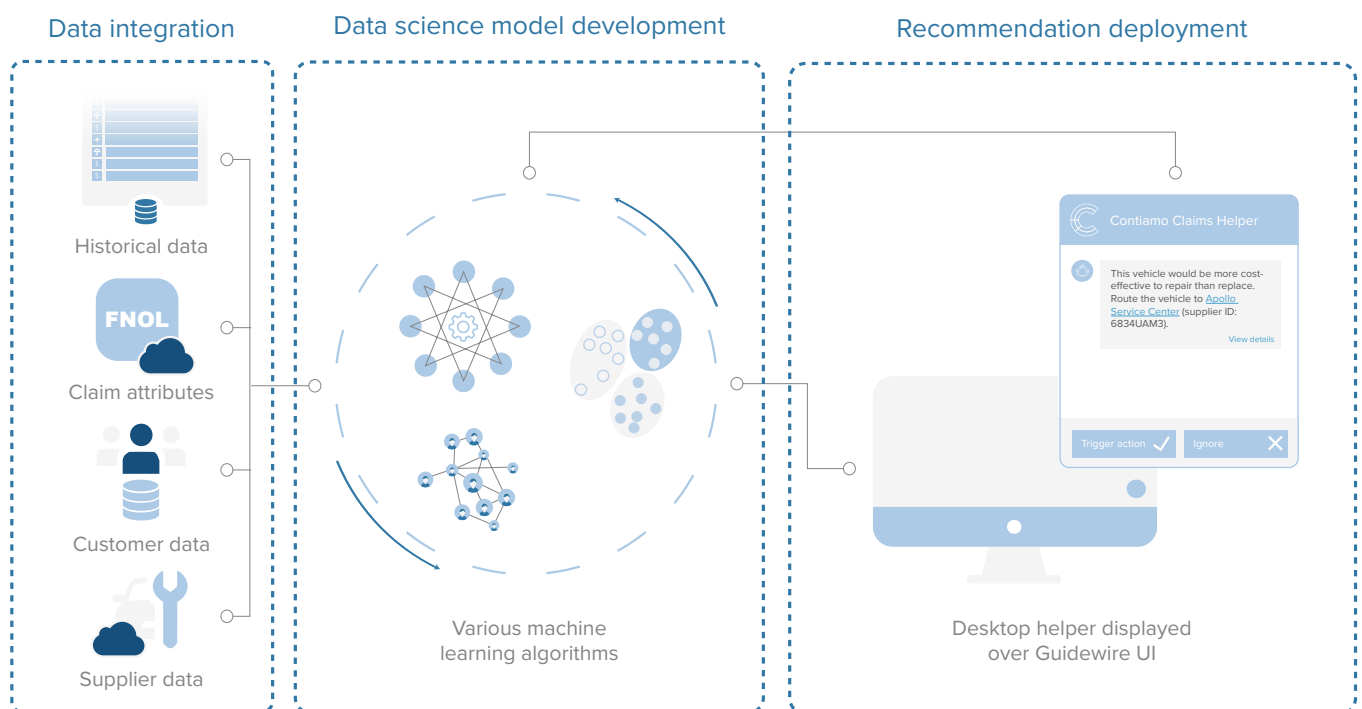
The company wanted to quickly test the concept with a provider who could deliver a fast production-ready pilot. Contiamo delivered in 8 weeks.

The solution

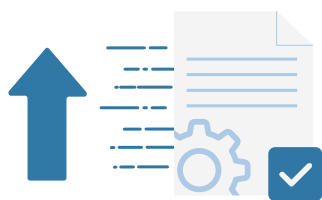
Contiamo provided real-time recommendations to claims handlers, driven by machine learning models. Based on the full set of customer, policy and claims data, Contiamo developed and deployed custom machine learning models.

When provided with a set of attributes, the model would deliver recommendations on whether the handler should payout a cash settlement or repair or replace the vehicle. In the event of a repair, a model would determine the ideal repairshop for that specific customer and claim type.

The recommendations were delivered as a desktop helper - a visual layer deployed on top of the existing claims management system - Guidewire.

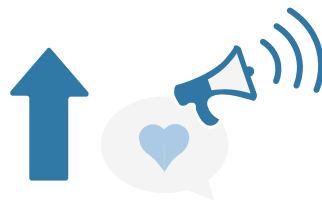


The outcomes



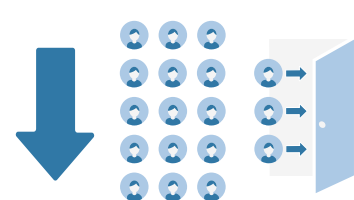
Claim processing speed

Our recommendations reduced the requirements for repetitive analysis and decision fatigue, resulting in increased processing speed



Net Promoter Score (NPS)

Increased time to resolution and personalized actions taken by claims handlers maximized customer satisfaction



Customer churn

With a more seamless experience, a potentially negative experience is turned positive providing no reason for customers to churn

About Contiamo

Contiamo is a VC-backed technology company working with major enterprises across the globe. Headquartered in Berlin - Europe's tech capital - Contiamo attracts top industry talent to join its ever-growing team of over 30 people.

Our mission at Contiamo is to enable and accelerate enterprises' digital and data transformation through the streamlined deployment of data science use cases. The majority of our platform's use cases center around enabling better operational decision making by delivering recommendation engines.

For more information about how we are driving business value at large enterprises, such as Deutsche Telekom, visit [our website](#) and follow Contiamo on [LinkedIn](#).



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