

# IFN Solutions

## Customer Success Story



### Insurance Claim Processing: Clal Insurance

#### Clal Insurance Company Overview

Clal Insurance Enterprises Holdings Ltd. owns three insurance companies that together account for approximately 25% of Israel's elementary and life insurance markets. Clal markets a wide range of Life and General Insurance products, specializing in Industrial Policies. During 1996, the company founded 10 centers throughout the country for the handling of auto property claims. In recent years, the company has also become a provider of a range of financial products, including mortgages. The Company has 800 employees and a vast nationwide network of branches and agents. The company's shares are publicly traded. With an annual revenue of more than \$1 billion, Clal Insurance is the second largest insurance group in Israel.

#### The Business Challenge:

During 1992 and 1993, Clal Insurance expanded rapidly through the acquisition of two large insurance portfolios. While these acquisitions have generated a considerable increase in business, a corresponding increase was evident in handling and processing costs. As a whole, the claims processing business is paper-driven. Documents generate new claims and invoke claims processing. The documents are being communicated between claim clerks, appraisers, investigators, doctors and other professionals, for the one goal of settling each and every claim in an effort for better customer service and higher customer satisfaction. In addition, the insurance claims processing is highly regulated by the government. In 1993, as part of effort to improve customer service in the auto property business, a new regulation shortened the time for claim settlement by a third.

#### IFN Solution:

The Clal Insurance back office is divided into six departments by type of insurance. These departments provide services to all Clal Insurance branches and agencies.

In the "old" days, incoming mail documents were sorted by departments and taken manually to their relevant destinations several times a day.

In each department, the incoming mail documents were manually distributed among the claim-processing clerks. In turn, every claim-processing clerk examined each of the incoming mail documents and decided the appropriate activity needed. The chosen activity determined which related policy or claim folder was needed.

A request was issued for the folder retrieval from the archive and the incoming mail document was put on hold pending the arrival of the relevant folder from the archive.

Today, the documents are scanned, indexed and then saved to optical disks. As part of the indexing process, each incoming document is categorized by the appropriate insurance type policy and claim. In addition, integration with Clal Insurance UNISYS legacy system is used to retrieve additional indexing information, thus saving manual indexing time. IFN WINFlow/Router uses the document indexing information for work items creation and routing.

## **IFN Solution continued:**

Using WINFlow/Router, the work items reach individual claim-clerks' "in-baskets" automatically, with no delays thus eliminating the human error factor. This unattended background application performs in minutes what took hours or days to perform in the "old" days.

The work items are easily accessed by WINFlow/In-Basket, the desktop application of each claim-processing clerk. WINFlow/In-Basket enables each user to browse the work queue, sort and filter the items, and pick an item for processing.

Once an item is picked for processing, the documents that generated the work item are automatically displayed, as well as a list of documents which represent the content of the related claim or policy folder. The user can view, print, fax or annotate any document in the list. New documents can be added to the related folder from a predefined list of more than 20 Microsoft Word templates. At any point in time, the user can instantly respond to a customer query by performing an ad-hoc archive query. Finally, the work item can be communicated to others in his work group.

The WINFlow /EIS module enables managers to have online information regarding their subordinates' work queues . A graphical representation of the user queues gives an instant view of each user's total workload as well as segmentation to regular, pending and postponed

## **Summary**

Today, Clal Insurance has more than 600 WINFlow Insurance users in general insurance and life insurance. The system is geographically spread over more than 20 sites all over the country. All the sites access the same central FileNet P8 IM server located at Clal Insurance headquarters in Tel-Aviv. The system is a mission-critical application and is one of the backbones of Clal Insurance operations. "It is the basis of our future ability to give our customers the excellent service to which we believe they are entitled" -Liora Koslovski, Vice President of Claims, Clal Insurance.

## **Clal "Drive In"**

In 1996, Clal Insurance introduced the new concept of auto property claim "drive-in." The idea behind the auto property claim "drive-in" is that better customer services can be achieved if all the parties involved in the claim settlement and auto repair would be accessible to the customer in one location. On that idea Clal Insurance has built in every major city an auto property claim "drive-in" which accommodates claim-processing clerks, appraisers, and an auto repair shop, all available to the customer in a single location. This additional service has created a significant differentiation between Clal Insurance and its competition. This new concept based on the WINFlow solution could not have been introduced without it. Using this solution, the whole claim file is introduced into the system in minutes and is available to managers and supervisors for review back in Clal headquarters.