Insurance Companies

Documents and contracts:

a practical guide to automating them.

Josef

The Insurance Industry: a practical guide to automation

The insurance sector is famous for its love of paperwork. Whether it's underwriting, policy servicing, or claims processing, adjudication, and subrogation – almost all communication associated with insurance claims involves documents and other data that is unstructured, including forms, emails, online chats, and more. Automating these processes means transforming hours of manual processing into major time and cost savings. It also means freeing up staff for more strategic work that helps your company grow without adding headcount.

When it comes to insurance claims processing, companies historically have been forced to choose between speed and accuracy. Choosing speed means increased risk of errors and non-compliance, making hasty adjudication decisions that can negatively impact customer experience if the outcomes are not sound. But choosing accuracy can mean taking much longer to get things done, than a competitor might. This will in turn frustrate customers with long settlement times – and you risk losing those customers altogether.

“Claims dissatisfaction is a major factor in driving policyholders to switch to another company, with 74% of dissatisfied customers either saying they did change providers (26%) or are considering it (48%),” according to a **2022 Accenture study**.

By automating anything from underwriting documents to claims processing or policy creation - insurance companies no longer need sacrifice speed or accuracy. Phew.

Fail to plan, plan to fail

Automation can assist with quick and accurate creation of claims reports; a first notice of loss; a Deed of Trust; proof of identity; policy terms & contracts; insurance invoicing; policy applications; titles insurance certificates; mortgage underwriting; privacy collection statements; MSAs; license agreements and much more.

You're probably asking yourself: but where do I begin?

We recommend beginning by keeping some basic planning principles front of mind.

Start simple. Don't reinvent the wheel. Start with a really basic document or process. It will help you understand the tools, to eventually build with speed and confidence when building more complex automations.

Automate repetitive documents. These are documents that require the same information again and again, like policy terms. You already know what information you need.

Select valuable documents. Just because something is repetitive, doesn't mean it isn't highly valuable to your organization. For example, think about the value of a Deed of Trust. The claim cannot proceed without it.

Consider metrics. Before you begin automating, think about the data you will collect from the tool you've built. You have the potential to analyze trends and really dig into the data of your business.

UK based fintech Liberis found that their legal team were being distracted by the drafting and review of low-risk contracts. Their solution? Building two bots using Josef, ultimately saving them 4.5 days time per contract turnaround – a rate 10x faster than the previous manual solution.

> **“People across the business use Lucky (the bot) and we’re finding that lots of low-level contracts that we’d previously think, ‘Oh, maybe we’ll just review it’, are now being sent straight for signing which is great!”**
>
> Alexis Alexander, General Counsel, Liberis

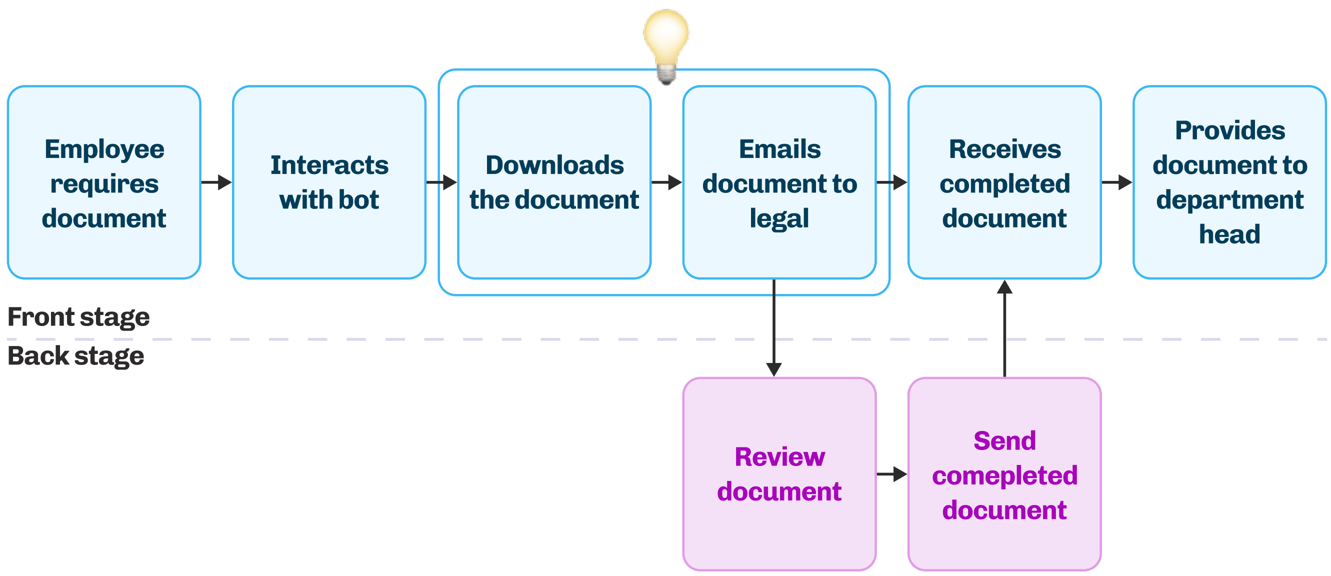
Preparation is key

Automating flawed processes or documents simply embeds bad habits in a company. Take the time to review what you're automating to see if it can be **improved or simplified** before you begin.

We recommend process mapping to see what happens before and after the document is generated. You can do this by:

- Performing process mapping in a visual way using mind mapping tools like **Coggle** and **Miro**, or even post-it notes with trusty pen and paper
- Requesting feedback from stakeholders to make sure you haven't missed any blindspots or pain points

Going through the process of mapping the journey before building anything on a third party tech platform will allow you to see where your current process is flawed or what an ideal process looks like. It exposes every stage of the journey for everyone involved, not just the lawyers.



Discover more invaluable **tips for process mapping** here.

Build with the user front of mind

When someone interacts with a bot, it's interacting with your insurance company. And if people don't like that experience, it won't leave the best taste in their mouth. User experience design is a strategy that helps improve both the experience and adoption of your bot, aligning the user and organization's goals.

Here are some top tips to help you build a automation tool that people want to use:

1. **Put yourself in the end users' shoes:** when encountering a term in the bot, ask yourself if your users will understand it. For example, the average Joe is not likely to be aware of insurance industry lingo. Provide an explanation or more detail.

2. **Provide status updates:** Let your users know what they need to do next. Tell them how long an interaction will take and what they can expect.

3. **Shorter is better:** Is every step of the bot process essential? Trim the fat wherever possible.

4. **Hand over control:** Give users the ability to make (and remake) decisions along the way and let them know they have that authority. Add different pathways for different types of users, links and further information.

5. **Make it a pleasant experience:** Add some language that gives the tool personality and manners. Ps and Qs never go astray!

The best user experience is one where the end-user doesn't once think of the UX. It just works.

The Clean Energy Finance Corporation (CEFC) built iConfide, a bot which helps automate and streamline the process of drafting confidentiality agreements with its counterparties.

"We'd been looking at the documents we repeatedly use and were convinced there had to be a simpler and lower friction way to get this done... Signing these documents is often one of our earliest interactions with external parties and we want those relationships to start in a positive and professional way,"

said Legal Director, Leigh Cooper

Test and iterate

No matter how well you build the digital tool, iterating and testing is crucial to making sure that you've captured all the issues – think of it as proofreading for technology. One cheap and easy way of doing this is to gather a small group of testers and collect feedback through a short survey. Here are some tips on how to do that well:

1. Choose 5-9 individuals who represent your intended users.
2. Keep the questions short, simple and open.
3. Include quantum (e.g. "on a scale of 1-10, how much did you enjoy …"). This will allow you to measure impact over time.
4. Analyze the results carefully. Your users are experts in what they want, not what the solution should look like.

Connect it to your ecosystem

But what happens to the documents? Where do they go?

Sending them seamlessly into your document management system, or out for e-signature is a key component here. Look for solutions that integrate with platforms like Docusign, iManage, Google Drive, Sharepoint and others to make it possible at the click of a button. Learn more about integrations **here**.

Spread the word!

Finally, you need to make sure that people can find and use the automation tools that you build. Here are three key tips to making sure that your automation tools deliver the value that they should:

1. **Meet your users where they are:** think about where your users currently look for legal help (e.g. on a Sharepoint page or the intranet) and consider embedding the tools there. There's no need to reinvent the wheel!
2. **Don't be shy!** Tell users about your tool and why it matters to them. And your job isn't finished with one launch email. Host stakeholder meetings, use various channels, and send reminders in the months after launch too.
3. **Post-launch:** Make sure you keep the bots up-to-date, that you keep getting feedback from users, and that you keep checking usage over time.

"How do we make more time to spend on the high risk and more complex legal matters? Digital solutions and pathways are an obvious way to do this but we need to stop thinking and talking about it and just do it!"

said General Counsel of BUPA, Maria Marinelli, after the APAC legal team at Bupa has launched a suite of cutting-edge workflow and document automation tools using Josef.

Continue your learning journey by **organizing a demo with Josef** today.

So, where next?

Explore what Josef can do for you.

Learn how you can build legal bots to:

- Automate attorney-client interactions
- Seamlessly generate automated documents
- Provide scalable legal guidance and advice

Schedule a 30-minute live demo to see the platform in action and learn how legal professionals around the world are saving time, scaling their services, helping more people and delighting clients with Josef. Book a demo today.

Book my demo