



CallVU White Paper

Simplifying Insurance Claims with Digital Self-Service

..... 2018



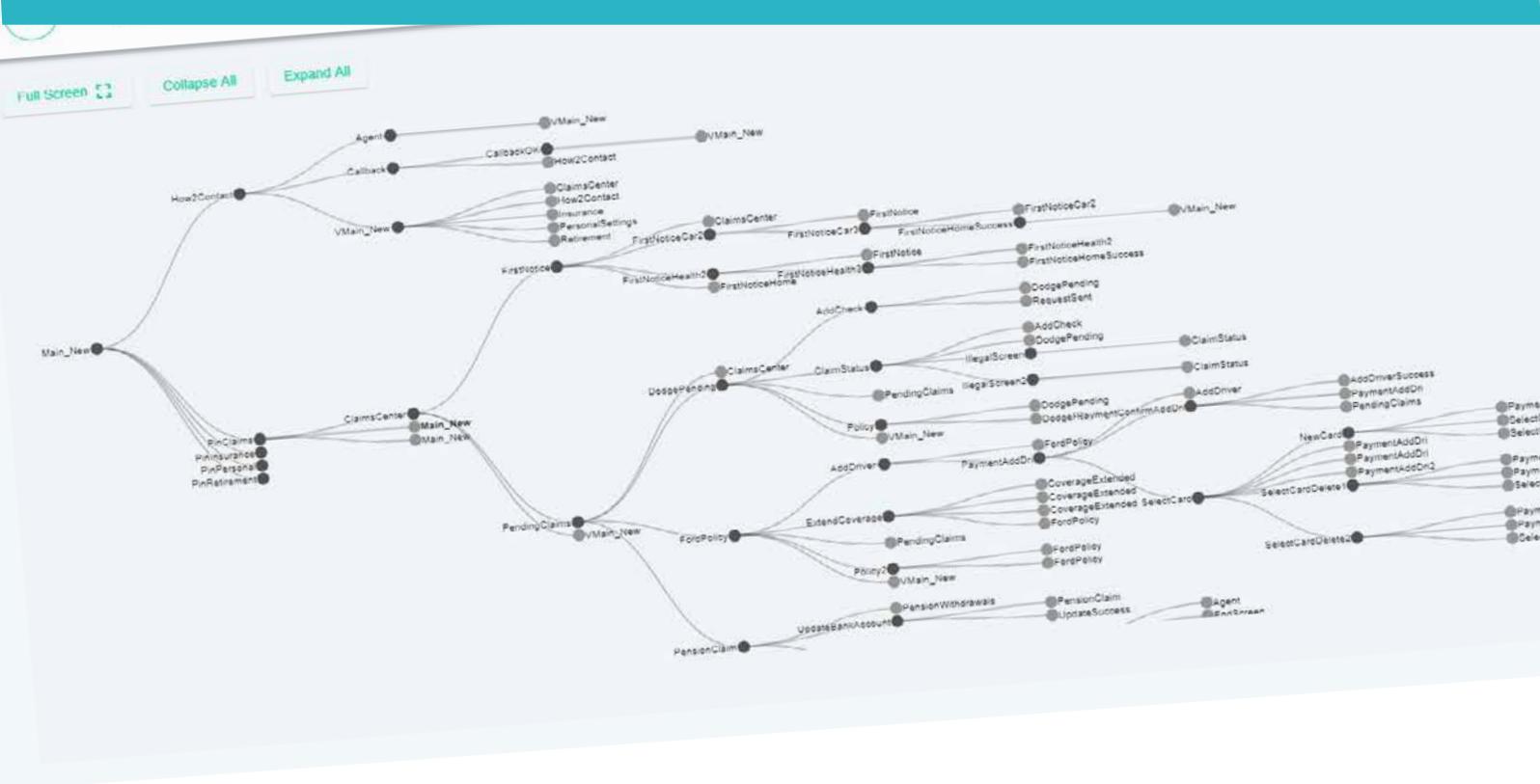
Overview

CallVU enables insurance companies to deliver a new engagement model that transforms simple calls into powerful, visual, digital interactions, that make existing processes more efficient and effective. Moreover, the platform has the capability to introduce new processes that previously were only available via a physical point-of-sale, but are now available anytime, anywhere.

For the first time, the customer multi-channel experience is transformed into an Omni-channel experience. Doing so, all from the palm of the customer's hand.

This paper focuses on a claim use case with an American-based insurer, whose gaps and opportunities were typical of CallVU clients. However, the CallVU solution is equally suited to address various pressures being experienced across the industry, including underwriting, origination, and client servicing. Across the value chain, CallVU can assist organizations by providing key competitive technologies. Our digital solutions address the entirety of the insurance ecosystem, by meeting and exceeding key expectations in the customer journey.

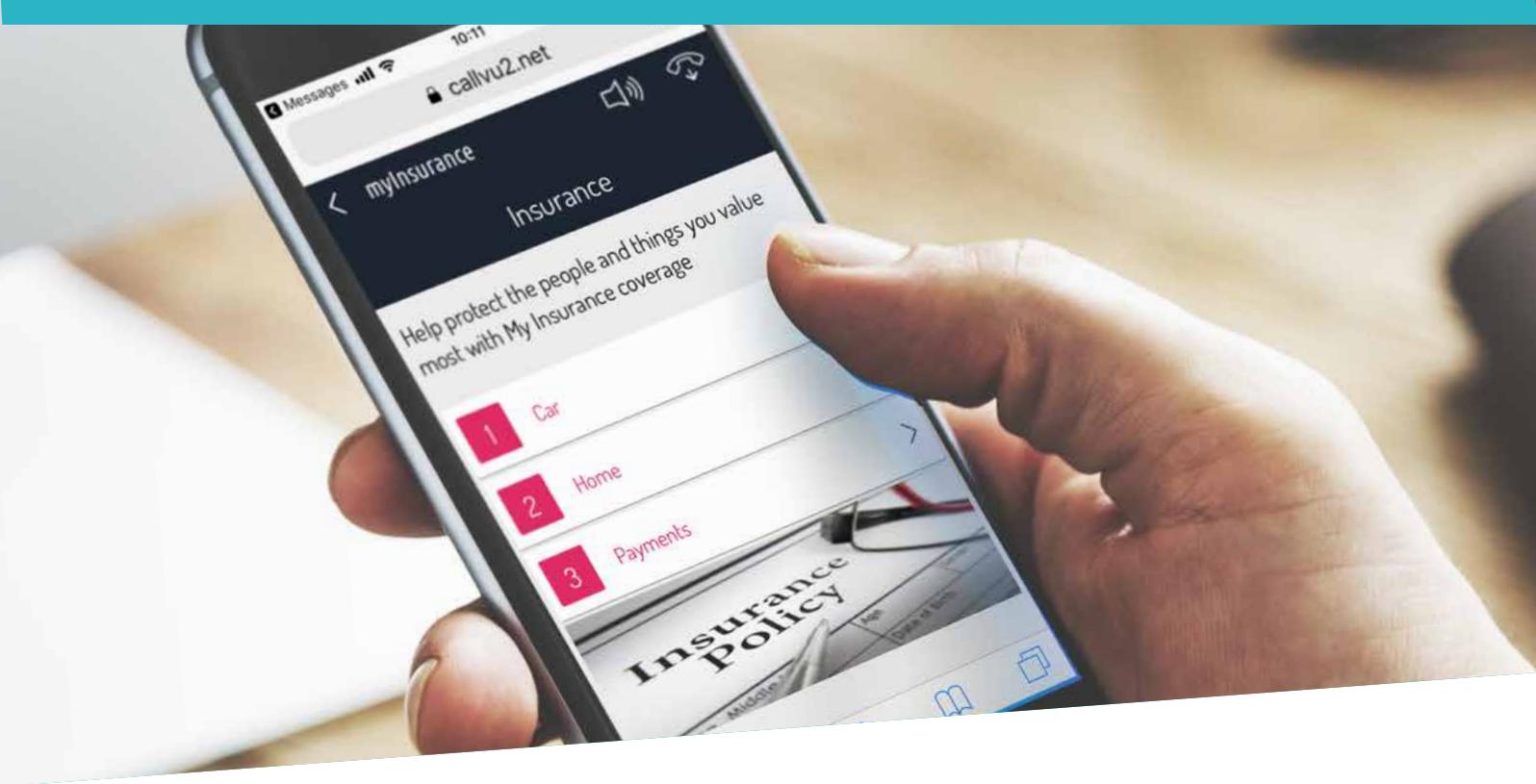
- **Distribution:** by making products available via digital means, distribution to non-traditional channels becomes far simpler.
- **Underwriting:** enable a firm to institute digital possibilities that can be supported with insights from data-driven strategies.
- **Claims:** As outlined in this document, giving efficient controls and possibilities to claims, enables active digital management of processes. This is critical for client experience, overall costs and risk management.



Claims Process: Gaps and Opportunities

During the discovery process with the insurance company, CallVU was able to outline gaps and issues that were identified as interrupting the efficiency of the claims operation. Some of the critical points identified included:

- **Time of processing a claim** - A critical factor in terms of client experience, cost to the organization and controlling risks such as litigation and dispute.
- **No ability for a client to access self-service** – All too frequently, highly skilled employees are fielding calls multiple times a day, answering basic questions on claim status and relaying simple information.
- **Problematic reliance on outsourced services** – The dependency on outsource services has the effect of interrupting the workflow as it consumes considerable time and frequently interferes with process overheads. The result, is that it causes claim officers to lose “charge of the flow”.
- **Claim submissions are the primary touch point with clients** – The submission of a claim may be the most singular and critical touchpoint that a client has with their insurance company. However insurance companies often outsource both inbound and outbound data gathering and inspection/ estimates. This forfeits control over the quality of the customer service that is going to be experienced by customers.



The Solution

Through three general offerings, CallVU addresses critical gaps within the industry.



SELF SERVICE TOOLS



COLLABORATIVE SOLUTIONS



DYNAMIC, SMART DIGITAL FORMS

These CallVU Solutions address multiple industry gaps. For the purpose of this paper, we will focus on these three core use cases:

1. Clients can view claim data, status or information directly over a Visual IVR session.
2. Clients and adjusters can share, view and store, images or digital content using CallVU's Agent Portal and its range of collaborative tools, so that claims can be assessed without the involvement of an inspector.
3. Clients can initiate a first notice of loss or a new claim using forms that are designed and deployed with the CallVU Forms Builder.

Visual IVR – Self Service Tools

CallVU offers a Visual IVR solution, so that inbound calls can be routed either to an interface for claims creation or for information on an existing claim. While there are a wide range of potential use cases, we anticipate that the most relevant services include the ability for clients to navigate via their Smartphone:

- The status of their claim
- Their payment status and record of last payment.
For e.g:
 - “Where’s my check?” (Worker)
 - “Why wasn’t this bill paid?” (Medical)
- Adjust contact information related to a claim number
- View status updates, date of inspections or contact details of an inspector etc

While the actual use cases are uniquely determined by the individual insurance company during the discovery and implementation process, CallVU has consistently found these caller information requests to be acute and pronounced throughout the industry.

Smart Digital Forms

In addition to pure data or status information that could be presented to clients directly on their smartphones, there remains the potential to create claims that would require data entry. Within the following collaborative solution, CallVU offers a Form Builder, that would enable an insurance company to construct forms for new claim creation, which is able to be presented in the Visual IVR interface.

The Forms Builder enables the agent or adjuster to share, view and store information to and from callers, so that rich details can be relayed directly to the team processing the claim.

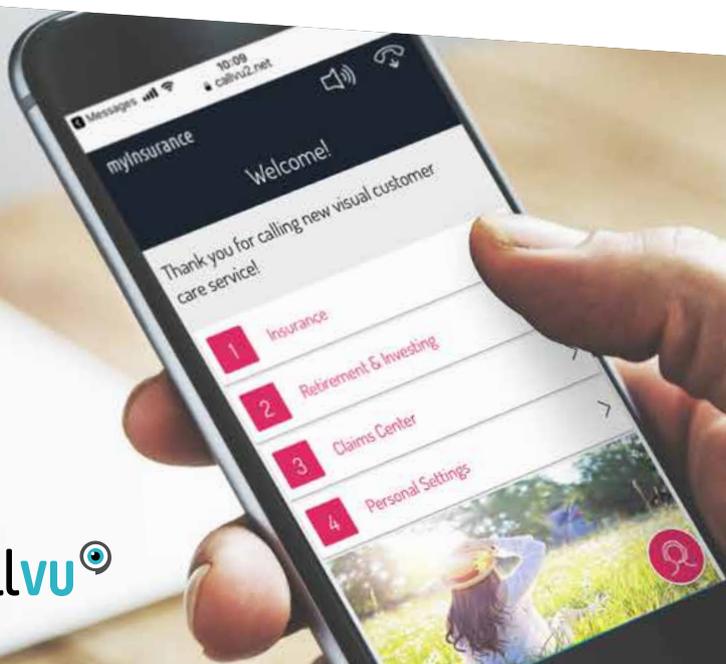
With these solutions, claim adjusters can make an assessment without the need to incorporate an outside investigator/assessor into the process.

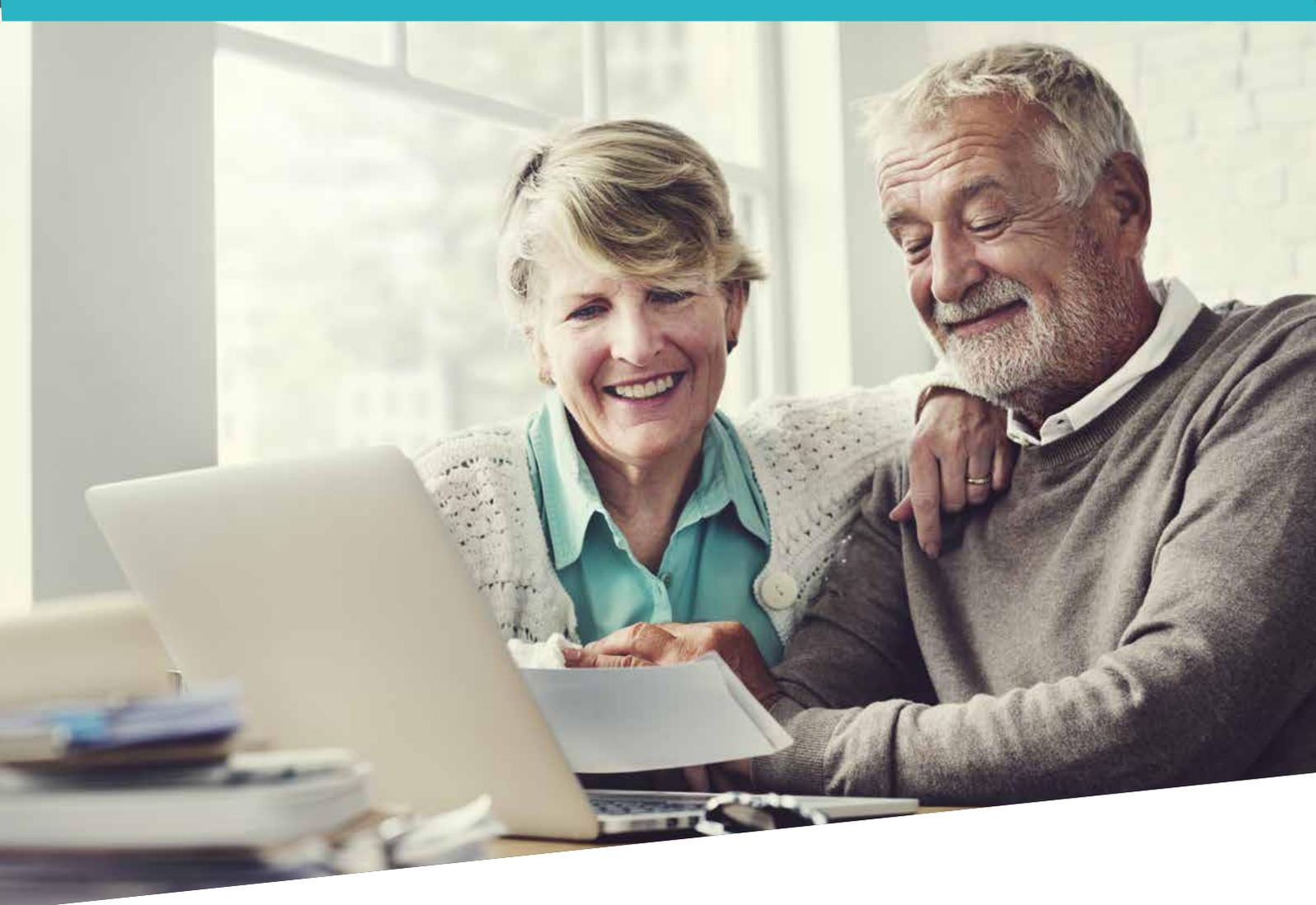
This would enable settlement for the majority of claims that are small and clear in nature, and be able to do so in a fraction of the time.

Potential use cases include the following scenarios:

Home owner sharing video of water damage and measurements of his property to an adjuster

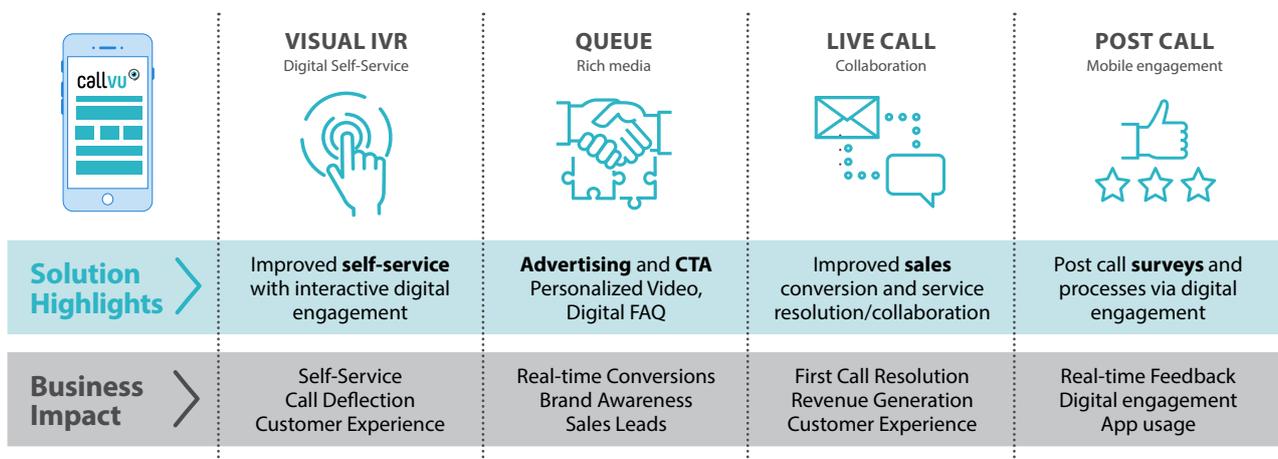
- Truck driver remotely sends pictures of his damaged fender
- Business owner sends pictures of her broken shop window with measurements.

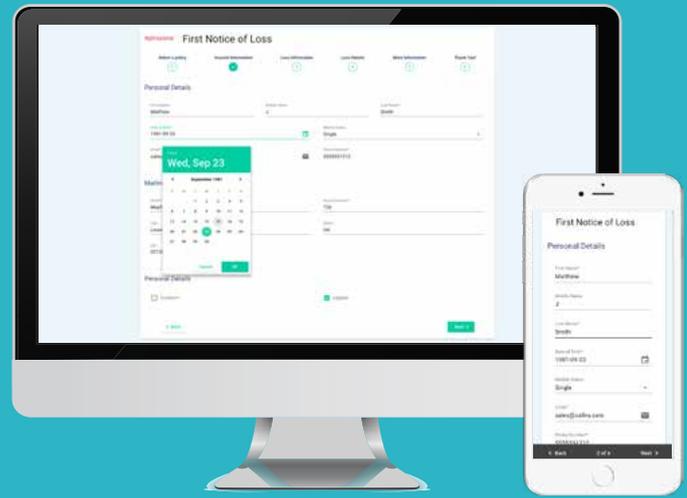
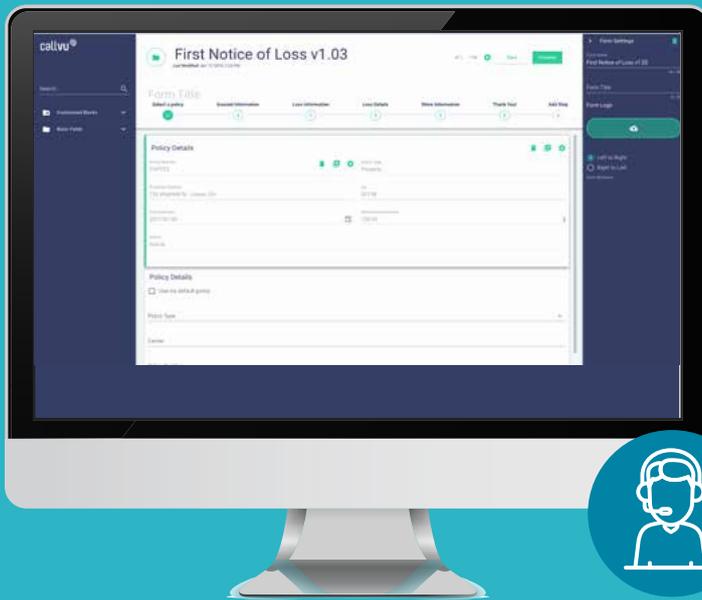




Redefining the Customer Journey

CallVU redefines the customer journey. The customer starts a digital self service interaction when he or she calls and continues with a digital experience through to the conclusion of the journey.





The Business Case

CallVU's digital engagement platform enables organizations to:

- **Increase self-service and call deflection in processes such as**
 - Service: bill explanation
 - Orders: New channels, packages, devices
 - Tech support: FAQs, do-it-yourself, forums, webinars, etc
- **Real time resolution** -The digital branch-like environment enables customer agents to resolve any case:
 - Service: bill explanation
 - Orders: Share offer details
 - Tech support: share fix procedures, and have customers send visual (photo) of their setup or issue. For example, a customer shares an error code photo / barcode to expedite support.
- **Increase sales conversion with clear product offerings.**
- **Promotions** - Maximize the value of in-queue waiting times to promote services and brand recognition.
- **Process adherence** - Clear and readable conditions sent for customer confirmation.
- **Reduce order returns** - Enhance the customer's awareness of deal terms at the order stage with enhanced visual acceptance.
- **Boost customer satisfaction with innovative, clear and non-intrusive sales promotions.**
- **Increase first contact resolution** - Able to complete any possible transaction remotely.
- **Reduce call handle time** - Remove the need to read out scripts and explain complex terms repeatedly.



CallVU's Unique Service Propositions

CallVU holds a number of unique propositions and patents in digital engagement through the following features:

- Native solution for increased engagement and improved experience.
- Real-time Collaboration and Co-browsing – CSR sees in real-time what a customer is filling in a form or considering to purchase by viewing their online 'basket', as opposed to an after-the-fact submission. Through this expedited method, CSR can increase sales conversion and assure a smooth interaction. It also enables faster claim resolution as both parties can share rich media.
- Advanced Analytics - measure the effectiveness of IVR pathways and user adoption.
- IVR Connectivity out-of- the-box integration to all leading IVR vendors.
- Dynamic Smart Digital Forms: Interactive and responsive forms with rich media to facilitate self-service:
 - Form builder application
 - Responsive Forms - Co-fill interactive forms publishable in multiple formats
- Rich Media promotions displayed while customer is in queue.
- Post call engagement – continue the engagement when call ends with additional rich media and customer feedback collection.
- Out-of- the-box integration to industry leading Enterprise Platforms including Salesforce, Amdocs, NICE, InContact and more.
- Open media platform (with 3rd party solutions) to integrate additional digital services during a call.
- Proven track record in implementing digital engagement solutions.



Distinct Challenges, Unique Solutions

The contact centers of insurance companies, experience distinctly different patterns of customer behaviour compared to what is seen in other industries. Unlike a telco or utility company where customer contact is fairly regular, a customer is not going to have any contact with their insurance agency on a frequent or even periodic basis. Contact is only ever made at the time in which a claim has to be made, and at that time contact is intense and frequent. This has significant implications for operations management, as the load on human personnel and resources goes through dramatic highs and lows.

A conversion to digital helps insurance agencies to stabilize the impact of high and low claim periods, as the customer is able to achieve self-service resolution, or in more intense cases, collaborative tools work to expedite resolution outcomes.

CallVU is a leader in digital transformation, turning every customer interaction into a digital engagement

CallVU addresses the business need of diverting calling customers to digital self-service. The Digital Engagement Platform reduces the call volume placed on contact centers, ensures higher usage of digital assets and offers an enhanced customer experience.

CallVU's advanced Digital Engagement Platform comprises a range of various solutions that seek to enhance operational efficiency and the technical

savvy of our clients. Each of our product solutions blend rich digital and interactive media with web, voice and social channels.

CallVU's technology supports leading global organizations in the financial, insurance and telecom sectors to maximize the value of their digital assets while improving operational efficiency. CallVU has operations in the United-States, the UK and Israel. The company was selected as "Cool Vendor in CRM and Customer Support, 2016" by Gartner and was named one of the "20 Most Promising Digital Experience Solution Providers in 2017" by CIO Magazine.

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