Claims Processing: Improve Efficiency and the Customer Experience

Streamline Claims and Improve Customer Satisfaction

Most insurance companies are unable to manage tasks or distribute work to the right resources in a timely and cost-effective manner. These inefficiencies not only keep you from achieving your organizational goals, they also impact customer satisfaction.

Genesys, the leader in omnichannel customer experience and contact center solutions, has helped a number of insurance agencies improve both efficiency and customer satisfaction with the Genesys Omnichannel Engagement Center solution.

Optimize Internal Processes

In the typical organization, offline work items are unmanaged, and the time required to address them isn’t tracked. This makes it nearly impossible to optimize the productivity of your staff and can result in frequent backlogs. Work items are kept in a multitude of applications or systems, and productivity drops when your employees are searching for the next task to tackle—or, worse still, “cherry picking” items they enjoy instead of handling the most important ones. In fact, Genesys research reveals that 28% of your back-office employees’ time is spent performing unproductive tasks.

Genesys Enterprise Workload Management helps you:

• Prioritize tasks based on value and staffing.
• Meet service delivery levels.
• Analyze processes for efficiency and insight.

Prioritize Tasks Based on Value and Staffing

Aligning claim-processing priorities with your organizational objectives is the key to efficiency. For example:

• Which claims should have the highest priority?
• Which tasks are in jeopardy of missing due dates?
• Which appeals processes might need specialized resources?

Without a careful, rules-driven approach to task assignment, inefficiencies are virtually guaranteed. And without visibility into which claim is with which agent—and when they viewed the claim—it’s virtually impossible to monitor the effectiveness, efficiency, and skills of your staff.

Enterprise Workload Management can match each task type in the overall claims process with the right priority and person to handle it. Based on a combination of skill levels, task complexity, and SLAs, our solution flexibly determines whether tasks can be selected by a staff member or proactively assigned based on availability (or some combination of the two).

Ensure Service Delivery Levels

Enterprise Workload Management automates processes to ensure that you meet service-level, contractual, and performance objectives. For example, if your goal for initial processing time is 45 days, any unprocessed claims approaching that deadline could automatically be prioritized at the top of the task list.
Analyse Processes for Efficiency and Insight
By seeing and understanding internal processes as they happen, you can identify opportunities for savings. Real-time and historical reporting within Genesys allow you to track, analyze, and continually optimize claims processing and gain visibility into trends in your membership that you otherwise wouldn’t have seen.

Improve the Pre-Claims Experience
Streamlining claims management can start before a claim is even filed by improving self- and assisted-service offerings. Filling out insurance forms requires specialized knowledge, and those who are new to the process frequently make mistakes.

You can help your providers and customers by:
- Offering in-context web chat and the ability to co-browse with policyholders, beneficiaries, providers, or suppliers to complete online forms faster and with fewer errors
- Delivering personalized status updates via a sophisticated IVR system, which can reduce call volume and allow your agents to handle more complex issues
- Providing the ability to schedule a callback at a time convenient for both parties—with choices provided by phone, web, or mobile app—which increases the likelihood of issue resolution
- Ensuring that all of the relevant information is preserved throughout the customer interaction, regardless of the channel, so the responding agent automatically receives the full context—what Genesys calls “omnichannel engagement”
- Proactively notifying providers or beneficiaries when errors or omissions are spotted—Twitter, Facebook, and mobile messages to beneficiaries or policyholders, can include a link to a self-service resource or a web page containing instructions or updates
- Communicating with your customers using the channels of their choice

When optimization processes are in place, tasks are streamlined, employees are empowered, and customers have consistent experiences across all channels.

Advantages of Genesys
Genesys gives you:
- A single, comprehensive system of engagement that supports all voice and digital channels
- 360-degree visibility and operational control for all customer engagements
- Integrated omnichannel workforce optimization
- Open and highly scalable platform
- Consistent, global operational control

Let us show you how we can help your organization. For more information, visit [www.genesys.com/solutions/industry/insurance](http://www.genesys.com/solutions/industry/insurance).

About Genesys
Genesys, creator of the world’s #1 Customer Experience Platform, empowers organizations to build exceptional customer relationships with personalized, omnichannel experiences across all journeys in the customer lifecycle. For over 25 years, we have put the customer at the center of all we do, and today, we continue to passionately believe that great customer experience drives great business outcomes. Trusted by over 4,700 customers in 120 countries, Genesys orchestrates over 24 billion interactions per year in the cloud and on premises.

Visit us at [www.genesys.com](http://www.genesys.com), or call +1 888 GENESYS.