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CASE STUDY – WEALTH MANAGEMENT

Optimizing Claims for an Australian Superannuation Fund

AU$ 150K
in cost savings within the first three months

AU$ 600K+
in annual ROI estimated

2.6X
faster discovery-to-improvement time

OVERVIEW

Client: Major Superannuation Fund

Industry: Superannuation and Financial Services

Geography: Australia

Assets Under Management: Over AUD 100 billion

Customer Base: Over 550,000 members and 80,000 registered employers

Challenges

The superannuation fund faced significant operational and customer service challenges within their claims handling process:

- **Complex Claims Process:** The super fund's claims process was highly complex, with over 520 different case variants. Although 80% of claims followed a "happy path," the remaining 20% were non-compliant, leading to delays, rework, and customer dissatisfaction.
- **High Number of Member Interactions:** The analysis showed that 34% of claimants contacted member services before filing a claim, with additional follow-up calls in more than half of the cases. These interactions were costly and highlighted inefficiencies in the claims process that contributed to operational overhead.
- **Limited Visibility into Process Costs and Inefficiencies:** Prior to Apromore's engagement, the super fund relied on estimates to understand the costs associated with claims processing. This lack of accurate data prevented them from identifying specific bottlenecks and areas for improvement.

Solution

The superannuation fund partnered with Apromore and digital transformation consultancy Leonardo to implement process mining and gain actionable insights:

- **Comprehensive Process Mining and Data Analysis:** Apromore's process mining technology analyzed over 630,000 transaction records across four IT systems, providing insights into more than 17 million data points. This data allowed the team to map out real-time process flows, highlighting inefficiencies and cost drivers.
- **Automated Identification of Case Variants and Root Causes:** Apromore enabled the super fund to assess compliance by comparing the actual process flows with the ideal "happy path." This analysis identified rework loops and withdrawal patterns that contributed to the high variability in claims processing times.
- **Improving Data Extraction for Future Scalability:** Alongside process analysis, Apromore and Leonardo evaluated data extraction and preparation processes. This approach laid the foundation for a scalable, cost-effective process mining strategy, ensuring that insights could be used for ongoing improvements.

Results

By implementing Apromore's process mining and analysis solutions, the superannuation fund achieved impressive results that improved both efficiency and customer satisfaction:

AU$ 150K

In Cost Savings within the First Three Months

Through early interventions based on Apromore's insights, the super fund realized significant cost savings. These efficiencies reduced overhead in claims processing and improved the accuracy of their operating cost estimates.

AU$ 600K+

In Annual ROI Estimated

Based on initial findings, the fund projected an annual return on investment of more than AUD 600,000, demonstrating the long-term financial impact of optimizing the claims process.

2.6X

Faster "Discovery-to-Improvement" Process

Compared to traditional methods, process mining allowed the fund to identify and implement changes 2.6 times faster, accelerating their ability to make informed adjustments and reducing delays in executing improvements.

Reduced Rework and Improved Member Experience

By identifying and addressing the causes of rework and non-compliance, the fund reduced processing inefficiencies, leading to significantly fewer member interactions and a more streamlined claims experience.

Conclusion

Apromore's process mining solution transformed the superannuation fund's claims handling process by uncovering inefficiencies, leading to AUD 150,000 in immediate savings and a projected annual ROI of AUD 600,000. With enhanced process visibility, streamlined operations, and improved member experience, the fund now aligns with a customer-centric approach to operational excellence. These results have inspired the fund to integrate process mining into its long-term strategy for continuous improvement.

About Apromore

The Apromore™ platform is an easy-to-use, fast-to-deploy AI-driven process mining solution that enables business and technology teams to quickly visualize and analyze their business processes, and simulate proposed changes prior to implementation in order to measure impact and risk.

The result of over a decade of extensive research and innovation from leading universities, the Apromore platform includes no-code features and a simple UI that continuously delivers new insights into operational performance and compliance.
For more information, visit https://apromore.com/product