



CASE STUDY – INSURANCE

A Global Insurer's Journey with Aprimore's Process Mining Solutions

50%

Customer satisfaction boost
with proactive updates

\$3.2M+

Yearly cost savings
with streamlined care

OVERVIEW

A global insurance provider with a \$5.8 billion market cap, 13,600 employees, and millions of customers struggled with high call volumes from homeowners and agents regarding delayed policy payments. Implementing Aprimore's process mining technology improved efficiency, customer satisfaction, and reduced costs.

Challenges

The primary challenge was managing the overwhelming number of customer service calls. The company's customer care team dealt with:

- A high volume of calls and chat inquiries about insurance policy payments.
- 60% of these calls were from homeowners or agents calling after a payment had already been made due to a lack of notification.
- Each disbursement triggered an average of 11.8 calls and 6.8 chats, making the process labor-intensive and costly.

Solution

By leveraging **Aprimore's Process Mining** capabilities, it was able to pinpoint the root cause of its high-volume customer care inquiries and streamline operations.

- **Identifying the Issue:** Aprimore helped the company trace the issue back to their payment notification process. Despite making timely disbursements, a large number of homeowners and agents were unaware of the payment status, leading to a flood of inquiries. It became clear that the timing of disbursements (whether made three or four weeks before expiration) was not the issue; rather, it was the lack of proactive communication.
- **Automating Notifications:** The company implemented an automated notification system, using SMS, email, and Voice Broadcast Messaging (VBM) to inform homeowners when a disbursement was made. This move ensured homeowners were promptly notified of payment activity, reducing the need for them to call in for confirmation.
- **Improving Interactive Voice Response (IVR) Efficiency:** The IVR system was reconfigured to place payment notifications at the beginning of the call. This ensured that callers were informed of their payment status as soon as they connected, further reducing unnecessary inquiries.

Outcomes and Impact

The introduction of Apromore's Process Mining technology led to significant improvements across several key performance indicators:

50% Boost with proactive updates

By proactively communicating payment status, customer satisfaction improved by 50%, as homeowners no longer had to take extra steps to check on their policies.

\$3.2M+ Savings with streamlined care

The company achieved \$3.2M in yearly cost savings, thanks to a leaner, more efficient customer care process that minimized unnecessary customer interactions.

Reduction in Call Volumes

The company saw a substantial reduction in the number of calls and chat inquiries related to insurance disbursements.

Operational Efficiency

The changes freed up resources within the customer care team, allowing them to focus on more complex inquiries and improving overall service quality.

Conclusion

Adopting Apromore's Process Mining solution marked a pivotal change in how it approached customer care and process efficiency. By identifying friction points and automating key aspects of its workflow, the company was able to significantly improve customer satisfaction, reduce operational costs, and streamline its service delivery.

This case exemplifies the transformative power of process mining and automation in improving organizational efficiency and customer service outcomes.



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>