Intelligent Automation for Claims Processing

44%

44% of insurers want to transform the claims journey to improve customer experience, while 41% see it as a way to increase operational efficiency.

The problem

Insurance claims come in all shapes and sizes. They could be printed forms, handwritten doctor's notes, or photos of sick pets or damaged motorcycles. These days, the increased volume of claims to process can also be daunting for insurers.

The solution

We save insurance companies time and money using a combination of cutting-edge technologies, including: AI-powered document classification, data extraction, routing, data entry, and advanced OCR (optical character recognition) for handwriting to reduce manual tasks and process claims faster.

Here's how it works

Detect intent in incoming emails

Our intent detection and classification capabilities use NLP (natural language processing) to recognize things like the topic of an email (sales, claims, customer service, etc.), and the relevant customer or policy. Is this person requesting a change? Our platform detects this automatically routing the email to the appropriate person or department.

Benefits of Automation Hero for claims processing

- Speed up all aspects of claims management
- Extract and compile data from scanned documents for database input or e-signature
- Reduce input errors
- Streamline auditing and reporting
- Incorporate attended automations so staff can review problem cases through a personal automation assistant, Robin

3M Claims

Automation Hero worked with a global insurance organization that was struggling to process more than 3 million claims annually.

Use AI to classify

We help insurers build document classification modes that speed up early stages of claim filing. What type of document is attached to a customer email? AI helps sort a huge range of unstructured data, such as proof of identity, receipts, printed forms, PDFs, and photos.

Extract and enter data

Depending on the document type, we establish rules for extracting data from it. Is a policy number always in the upper-right corner? For a particular type of health claim, are signatures in the lower-right corner or the middle? Our platform uses deep learning as a guide and then automatically writes the information into a database or system of choice.

Decipher handwritten documents

Automation Hero uses advanced OCR to analyze data that's structured, semi-structured, or unstructured — with unparalleled accuracy. Most OCR software can parse big volumes of documents, as long as they're machine-typed text. Our platform is more versatile with a combination of machine-typed text and handwriting. We use domain-specific training data for our OCR solution, focusing on a narrower sphere.

Make it attended or unattended

An insurer can decide whether these tasks are attended or unattended automations. If attended, updates and problem cases will be served up regularly for human review by our personal automation assistant, Robin.

Case study

Claims were pouring in through the company's mailroom, email and web portal, and the staff initially addressed this challenge using a combination of ABBYY (OCR) and UiPath (RPA). But a two-vendor solution meant they were only able to address about 20% of the documents and still had 120 full-time employees focused on manually re-keying data.

By replacing ABBYY with Automation Hero's intelligent OCR, they were quickly able to automate and extract data from 90% of documents, including handwritten and unstructured forms like doctor's notes. Because we are an end-to-end automation platform, Automation Hero was able to integrate the current UiPath bots and implement artificial intelligence and machine learning into their claims adjudication process. This helped the company with faster decision-making around claims, and helped dramatically speed up custom customer notifications.