



Property and casualty insurance in America is a highly-regulated, document-heavy business.

In a comprehensive look at the P&C industry between 2004-2017, McKinsey found that while administrative costs per policy remained largely the same for P&C insurers in major markets around the world (like Germany and the UK) they went up by 34% in the United States. That means staying profitable is an uphill battle for P&C insurers, as the country is still reeling from COVID-19-related losses and a string of costly natural disasters.

## < 30 mins

Time spent processing wind mitigation forms went from 45 minutes to 30 minutes, with vastly improved accuracy rates.

## The problem

The tech-savvy founders of Kin, a Chicago-based home insurance startup, knew they wanted to automate in certain areas. Kin co-founder Lucas Ward singled out a home inspection document — the wind mitigation form, common for policyholders in gusty Southeastern states — as one that was ripe for automation.

The wind mitigation form's combination of check-boxes, handwritten notes and signatures makes it particularly complex for processing. Kin sales reps could spend up to 45 minutes inputting data from it, and the company receives some 15,000 wind mitigation forms each year.

| Teamor             | tion Date:  | ppy ce this torm and a  | ny documentation prov  | need with the libert  | пке ропсу  |
|--------------------|---|---|--|---|--|
|                    | r leformation   |   |  |   |  |
| Owner Name:        |   |   |  | Contact Person:   |  |
| Address:           |   |   |  | Home Phone:   |  |
| City:              |   | Zip:  |  | Work Phone:   |  |
| County:            |   |   |  | Cell Phone:   |  |
| Insurance Company: |   |   |  | Policy #:   |  |
| Year of Home:      |   | # of Stories:   |  | Erzalt  |  |
| 1. Ba              | <ol> <li>The lasser may ask a<br/>litting Code: Was the strue<br/>HVHZ (Munni-Dade or Bo<br/>A. Built in compliance wit<br/>a date after 3/1/2002; Built<br/>B. For the HVHZ Only: Bo<br/>provide a permit applicatio</li> </ol>  | nure built in compliance woward counties), South Flo<br>th the FBC: Year Built<br>ding Permit Application Duilt in compliance with the<br>to with a date after \$11159. | 9th the Florida Building Co<br>orida Building Code (SFBC<br>For humes built<br>utz osconyn / SFBC-94: Year Built<br>94: Building Pornik Applic | de (FBC 2001 er later)<br>-54()*<br>is 2002/2003 provide a                      | OR for hornes locate<br>permit application wi                            |
|                    | C. Unknown or does not m  |   |  |   |  |
| Of                 | of Covering: Select all root<br>1 Year of Original Installation<br>rering identified.   | Covering types in use. Pro<br>on Replacement OR indica<br>treat againsts  | wide the permit application<br>to that no information was<br>suc-wave  | date OR FBCMDC Pr<br>available to verify comp                                   | educt Approval rumi<br>diance for each roof<br>Nationation<br>Protection |
|                    |   |   | Franci Approvate   | Apares  | Complete   |
|                    | 1 Apathagas Sings   |   |  |   | 0  |
|                    | □ £ Geomethy like   |   |  |   | 0  |
|                    | 3.86nd  |   |  |   |  |
|                    | C 4.849 TP  |   |  |   |  |
|                    | I Kindney   |   |  |   |  |
|                    | O x.00m   |   |  |   | 0  |
|                    | A. All roof coverings listed<br>installation OR have a roof<br>B. All roof coverings have<br>roofing permit application<br>C. One or more roof cover  | fing permit application dat<br>a Mismi-Dade Product A<br>after 9/1/1994 and before<br>ings do not meet the requi  | e on or after 3/1/02 OR the<br>pproval listing current at ti<br>3/1/2002 OR the soof is or<br>rements of Answer "A" or                         | roof is original and but<br>ne of installation OR (6<br>ginal and built in 1997 | t in 2004 or later.<br>or the HVHZ only) a                               |
|                    | D. No roof coverings meet   | the requirements of Answ  | er "A" or "B".   |   |  |
|                    | of Deck Attachment: What<br>A. Plywood/Oriented stran<br>by staples or 6d nails spac<br>shinglesOR- Any system<br>mean uplift less than that r  | nd board (CISB) roof shead<br>red at 6" along the edge as<br>n of serews, mails, adherive<br>required for Options B or G  | hing attached to the roof to<br>nd 12° in the fieldOR-1<br>ts, other deck fastening sys<br>5 below.  | tatten decking supports<br>tem or trass/rafter spaci                            | ig wood shakes or wi<br>ng that has an equival                           |
|                    | 24" inches n.e.) by 8d common malls spaced a maximum of 12" inches in the field-OR- Any system of screws, malls, adhesive<br>other dock fastening system or transitivite spacing that is observe to how as equivalent or greater resistance 8d rails spaced<br>maximum of 12 inches in the field or has a mean agist resistance of at least 150 pc; |   |  |   |  |
|                    | C. Plywood/OSB roof she<br>24"inches o.c.) by 8d com-<br>decking with a minimum o<br>Any system of screws, nai  | mon nails spaced a maxim<br>of 2 nails per board (or 1 n  | um of 6" inches in the fie<br>all per board if each board  | dOR- Dimensional lo<br>is equal to or less than                                 | mben/Tongue & Gro<br>6 inches in width) 6                                |
|                    | ters leitials Propert   |   |  |   |  |

## <3 mins

Kin sales reps once spent more than 20 minutes per property verifying attributes. Now, a new team uses Robin to review attributes in under 3 minutes.

## The solution

Reading the wind mitigation form and uploading data automatically is no problem for Automation Hero, which has end-to-end document processing capabilities including optical character recognition (OCR) for all document types containing either structured, unstructured, or semi-structured data. Processing time for the wind mitigation form is down to less than 30 minutes, with vastly improved accuracy rates.

Once Sam Koperski, Kin's director of analytics, realized Automation Hero could handle the wind mitigation form, he saw other areas to automate. Those included data input of property attributes, part of Kin's massive underwriting operation. What is a particular home's construction type? What's the angle of the roof? Such details are critical for underwriting purposes but tedious and time-consuming to verify.

Now, data verification of property attributes — once a manual chore for Kin sales reps — is handled by an offshore team through Automation Hero's Robin, an interface that helps employees complete a list of tasks. Six months ago, licensed Kin sales reps were spending more than 20 minutes per property verifying attributes. Now, a team of dedicated "Thunderwriters" review property attributes on every qualified lead in under 3 minutes, allowing sales reps to focus on guiding the customer through the buying process versus the tedious property verification process.

It's a huge win in Koperski's view. "Now, the sales reps can speak to customers about what Kin is, rather than worrying about the nuances of properties," he says. Both the sales and underwriting teams are gaining efficiencies, he says, as leads and revenue climb, utilizing the same total number of employees.

Kin has found other underwriting use cases for Automation Hero, including document verification once a document is uploaded by a customer or agent. Kin currently uses Automation Hero to automate emails to underwriting support and sales staff, and is eyeing automation of email communications with customers. Associate data scientist Kristin Fabian says it's a windfall for sales reps, managers and anyone else stuck with tedious work. "Saving time is a goal, but this also shifts work so that highly trained people have one less thing to worry about."