



Claims Correspondence



SPEED settlements,
REDUCE labor costs
and **OPTIMIZE** the
customer experience

HP Claims Correspondence is part of the HP Customer Communications Solutions portfolio. Based on the HP Exstream software platform, this solution is designed to accelerate settlements and payments, reduce costs and optimize the customer experience.

What if you could...

AVOID repeated manual data-entry tasks that lead to delays, costs, errors, and risks?

ACCELERATE time-to-settlement by creating claim letters faster?

REPLACE slow and expensive paper-based workflows with automated digital processes?

DELIVER claim letters through customer-preferred channels?

SATISFY compliance requirements with ease?

Today's insurance companies face a variety of challenges, including rising customer expectations, market consolidation, and increased competition. In such an environment, the efficient production of clear, accurate, and timely customer communications is key. However, if your business is like most, the processes that produce claims correspondence are not optimized and do not take full advantage of your enterprise systems, data, or delivery capabilities.

HP Claims Correspondence integrates with your existing claims management systems and tools. It streamlines the claims communication process—from notification to settlement—and automates the creation of claims documents. You can save time, reduce labor costs, and increase customer satisfaction.

Emerging claims challenges

A positive customer experience

As new technology drives new ways of communicating, insurers are increasingly discovering the importance of producing correspondence through new channels—such as email, the web, fax, and SMS. Most legacy systems, however, are tied to old processes and do not easily support these channels. As a result, communication suffers among adjusters, customers, and suppliers, which can cause a lengthy claims resolution. The claims cycle could be the most significant experience for policyholders in forming their perceptions of your company. Customers expect a quick and easy claims resolution, facilitated by clear communications from the delivery channel or format they prefer. A negative experience due to delayed settlement and payment can lead to lost customers.

High labor costs

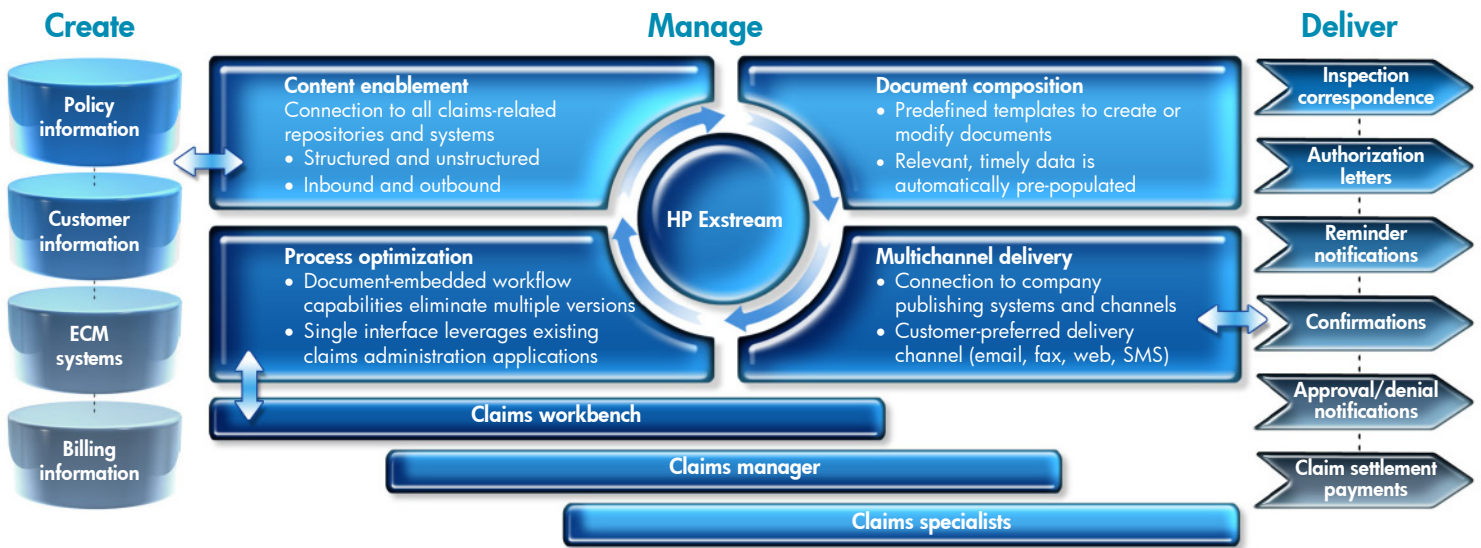
User processes around claims correspondence are mired in inefficiencies. Adjusters spend approximately 10 to 15 minutes per document re-keying, copying, and pasting information, and then resolving formatting problems.¹ At each point in this process, the user can expose your business to both branding inconsistencies and regulatory compliance risks.

Fast claims processing time

Administrative activities with paper-based workflows represent a large portion—up to 45%—of a claims adjuster's time.² Claims correspondence processes are impacted by multiple activities running in parallel. A claims resolution can be drawn out for days or weeks as adjusters request and wait for information, while using manual processes to create communications and track claim status.

System and process complexity

IT departments manage many document templates spread across the entire business to support claims correspondence. These templates are expensive and time consuming to create and maintain. Modifications, such as branding, regional, and regulatory changes, are frequent and applying them is a huge headache for IT. The result is system outages and long project cycles.



Deliver more with fewer resources

The HP Claims Correspondence solution includes the fully integrated HP Exstream software platform that connects to virtually all systems and content related to claims administration. Manage every aspect throughout the claims communications lifecycle, from content creation to customer-preferred delivery. The HP Claims Correspondence solution helps you:

Optimize the customer experience

- Create a customer-preferred delivery experience (such as direct mail, email, web, and SMS) by integrating tools and processes for communications of all types. Drive new communication business models while reducing costs and improving customer service.
- Improve response and retention rates by providing faster and easier claim settlement and payment. Gartner studies show that satisfying and retaining an existing customer costs insurance carriers five to seven times less than capturing a new customer.²

Reduce claims labor costs by up to 25%³

- Increase adjuster productivity by automatically importing up-to-date customer and regulatory data.
- Increase compliance by reducing manual and paper-based workflows.
- Decrease administrative tasks by integrating production and archival processes.

Increase IT flexibility

- Reduce the number of templates up to 50% through consolidation.³
- Facilitate changes by using a centralized document template library.

Why HP?

HP has developed and implemented customer communications solutions in hundreds of Fortune 500 enterprises around the world. In fact, 8 of the top 10 U.S. insurance carriers use HP Exstream.⁴

HP has the best-in-class technology and delivery capabilities with HP Exstream, HP TRIM, HP Enterprise Services, and HP Exstream Professional Services.

In addition, HP offers a wide range of training, consulting, and technical support services to maximize your investment in our products. Our insurance, industry assessment analyzes business critical processes, systems and tools, and provides savings opportunities and a solution roadmap tailored to meet your specific needs.

Learn more

Contact us today to learn how you can change the way you do business. For more information about HP Claims Correspondence, please contact us at hpccsinfo@hp.com or 866-318-5925, or visit www.hpexstream.com.

Success story

Gore Mutual Insurance, one of North America's top property and casualty insurers, now uses HP Exstream to process claims. They can now:

REDUCE the number of letter templates by 56% in some departments.

SAVE up to six employee hours per day.

DECREASE manual processes, allowing employees more time to focus on clients.

REDUCE the time spent to generate a customized letter from 15 to 2 minutes.

For the complete story, click [here](#).

¹ Gore Mutual Insurance case study.

² Forte, Stephen. "Retaining Customers Through Better Claims Management for P&C Insurers." Gartner, September 20, 2007.

³ HP internal data source.

⁴ "Fortune 500." *Fortune*. May 3, 2010.

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