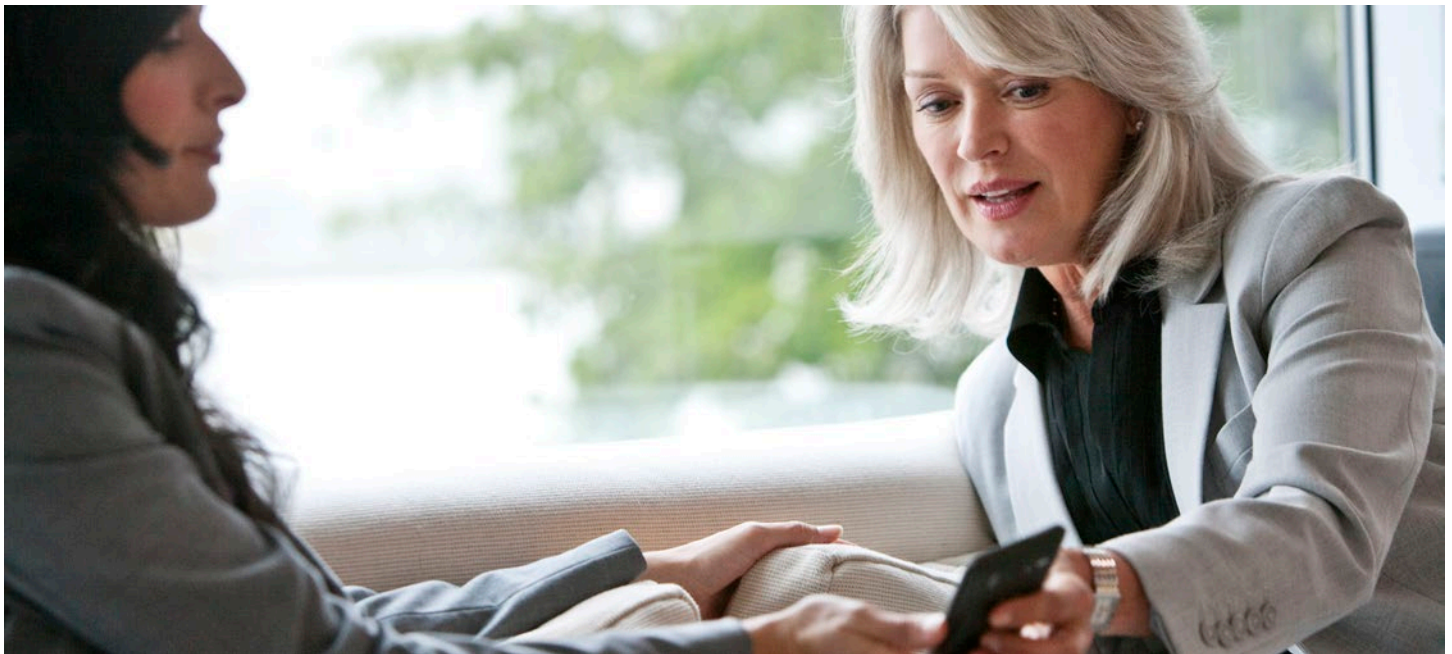


HP Claims Correspondence

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 changes how you communicate, allowing you to accelerate settlements and payments, reduce costs and optimize the customer experience.

Today's insurance companies face a variety of challenges, including rising customer expectations, market consolidation, changing demographics, and heightened 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 digital delivery capabilities.

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

Emerging claims challenges

Delivering 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 lengthy claims resolutions.

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 to 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.

Slow claims processing time

Administrative activities with paper-based workflows consume a large percentage—up to 45%—of a claims adjuster's time.² Claims correspondence processes are complex. A claims resolution can be drawn out for days or weeks as adjusters request and wait for information or authorized release signatures, draft reminder notifications and track claim status.

Complex systems and processes

IT departments manage many document templates to support claims correspondence. These templates may be spread across the entire business and are expensive and time consuming to create and maintain. Modifications are frequent, and applying branding, regional, and regulatory changes is a huge headache for IT. The process often breaks down, resulting in system outages, long project cycles, and a slow time to market.

What if you could...

- Avoid repeated manual data-entry tasks that lead to delays, costs, errors, and risks?
- Accelerate time-to-settlement by creating claims communications faster?
- Replace slow and expensive paper-based workflows with automated intelligent processes?
- Deliver claims communications through customer-preferred channels?
- Satisfy compliance requirements with ease?



Deliver more with fewer resources

HP Claims Correspondence includes the fully integrated HP Exstream software platform, which connects to virtually all systems and content related to claims management. You can manage every aspect of the claims communications life cycle, for faster client servicing and administration savings with:

- Automated loss intake across multiple channels
- Digitized supplemental inbound document handling
- Automatically generated claims and status notifications based on workflow and data intelligence
- Accelerated timeliness and responsiveness with digital signatures

Optimize the customer experience

- Create a customer-preferred delivery experience (such as direct mail, email, web, SMS, and digital signature) by integrating tools and processes for communications of all types. Drive new communication modes 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 in use up to 50% through consolidation.³
- Facilitate faster changes by using a centralized document template library with pre-approved compliant language to significantly reduce product configuration and maintenance efforts.

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 23, 2011.

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, Autonomy, HP Capture Route, 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 how you communicate with your customers. For more information about HP Claims Correspondence, please contact us at hpcinfo@hp.com or 866-318-5925, or visit www.hpexstream.com.

Success story

Grange Insurance—a large insurer serving policyholders in 13 states and generating \$1.3 billion in annual revenue—recently started using HP Exstream to process claims. They can now:

- Reduce the number of letter templates from hundreds to 29.
- Save tens of thousands of dollars in maintenance on existing point solutions.
- Decrease manual processes, allowing employees more time to focus on clients.
- Create claims letters 85% faster.

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

