



PEGA

Forget quick tech fixes. Think transformation.

Win business faster
and smarter with digital
process automation.

Your business can no longer afford to be shackled by legacy systems. Delivering what today's digitally savvy clients need and expect requires a solution that continuously improves and simplifies operations. To do this, you'll need applications capable of uniting your organization's complex processes with the outcomes they drive. That's where digital process automation comes into play. Digital process automation combines artificial intelligence, robotics, and end-to-end automation to streamline and digitize processes. This empowers insurers to manage costs and boost productivity, all while delivering value to clients – fast.



45% of insurers report changing customer expectations trigger investments in new tech¹

The pressure for insurers to streamline and improve customer experiences is intense. Compared to industries at the forefront of digital innovation, like banking and retail, insurers are lagging behind. Rapidly evolving tech is dramatically changing products, pricing, and consumer expectations. Transformation can feel impossible, especially when your legacy systems and embedded processes are outdated and siloed, making it necessary to rely on employee intervention to deliver outcomes. You know your current way of doing things results in poor productivity, high error rates, and significant time-to-market delays. And ultimately, it's all adding up to bad customer experiences.

Transformation is difficult – not impossible

Changes to legacy systems are often expensive, time-consuming, and frustrating. The smallest error can result in lost clients, regulatory fines, significant rework, and binding undesirable business. Digitizing processes is a daunting task. But choose to ignore it, and you'll lose opportunities and fail your customers due to constant rework. Digital transformation

doesn't have to be a choice between keeping your business running and preparing it for tomorrow. You need a way to use your existing data and investments to deliver value – quickly, flexibly, and reliably. Enter digital process automation (DPA).

Let DPA guide the way

DPA provides an insight-driven, end-to-end approach to automation by connecting processes with customer experiences. Using case management, artificial intelligence (AI), and robotic process automation (RPA), processes are tied to outcomes, allowing for continuous improvement. Low-code development empowers you to design and make dynamic changes with speed and agility, all while enhancing collaboration between business users and IT. This eliminates manual intervention and enables your employees to focus on what they do best: provide excellent customer experiences.

Instead of overhauling systems or improving isolated components, DPA bridges the gap between managing processes and producing outcomes your clients want. People and systems connect to get results, reducing cost and complexity and giving you a competitive edge. Plus, regulatory and underwriting requirements weave directly into the digital fabric of your objectives, increasing visibility and flexibility for employees, agents, and the insured.

¹ <https://www.slideshare.net/Silanis/customer-experience-in-insurance-insurer-strategies-plans-and-progress>



Take it one journey at a time

Start with critical business problems to determine the path you should take. Rather than automating what's existing, apply an iterative approach to build digital, outcome-focused processes.

Consider these three common kickoff points typically used by insurers:

New customer onboarding & policy issuance

Quickly binding and issuing policies significantly drives customer satisfaction, retention, and renewal rates. Higher conversion rates can be directly attributed to carrier response speed during the policy application process. DPA enables rapid submission review and response, which improves carrier responsiveness to agents.

Benefit & policy change

Benefits and policy changes are two of the highest-volume transactions insurers face. Simplifying and digitizing these processes with AI enables you to execute changes while proactively cross-selling, upselling, or providing customer advice on alternative products. By unifying multiple business processes into a single experience that meets client needs, you'll increase wallet share as well as agent and client satisfaction.

Claims settlement

Claims are the true test of an insurer's integrity and ability. It's crucial to strike a balance between being fair to the insured and protecting your bottom line. Quick, efficient processes reduce both cost and risk of litigation and regulatory review. To drive faster adjudications, improve dispute resolutions, and increase fraud detection and prevention, you need to build consistent, transparent processes – from first notice through settlement.





“Through AI and automation, we’ve freed up our employees to focus on the human side of the interaction.”

– Adrienne Baglier
SVP, Operations, Annuities
Great American Insurance Group

Digital process automation in action

Industry-leading insurers are embracing transformation with DPA – and seeing incredible results.



With case management and automation, Aegon streamlined a total of approximately 120 core business processes. These improvements are now reused across all processes, optimizing efficiency and speed to market. Aegon’s enhancements in Pega increased their first call resolution (FCR) rate from 50 percent to 80 percent, improved customer interactions, and reduced training time.



With Pega, Great American consolidated 15 different internal systems into one, reducing training requirements and status calls from clients, and empowering reps to deliver great service. Processing times for withdrawals and address changes dropped by over 30 percent and 50 percent, respectively. Previously manual confirmation and follow-up emails are now automatic. Using rapid delivery, the initial implementation went live in 14 weeks. Now improvements deploy weekly.



Start your digital transformation journey today.

Shift from a requirements-driven perspective to a journey-centric view of your business and clients.

Find an outcome. Streamline the process. Make it better with digital process automation.

To learn more, visit us at www.pegacom