Pega Modernizes Claims First Notice of Loss (FNOL)
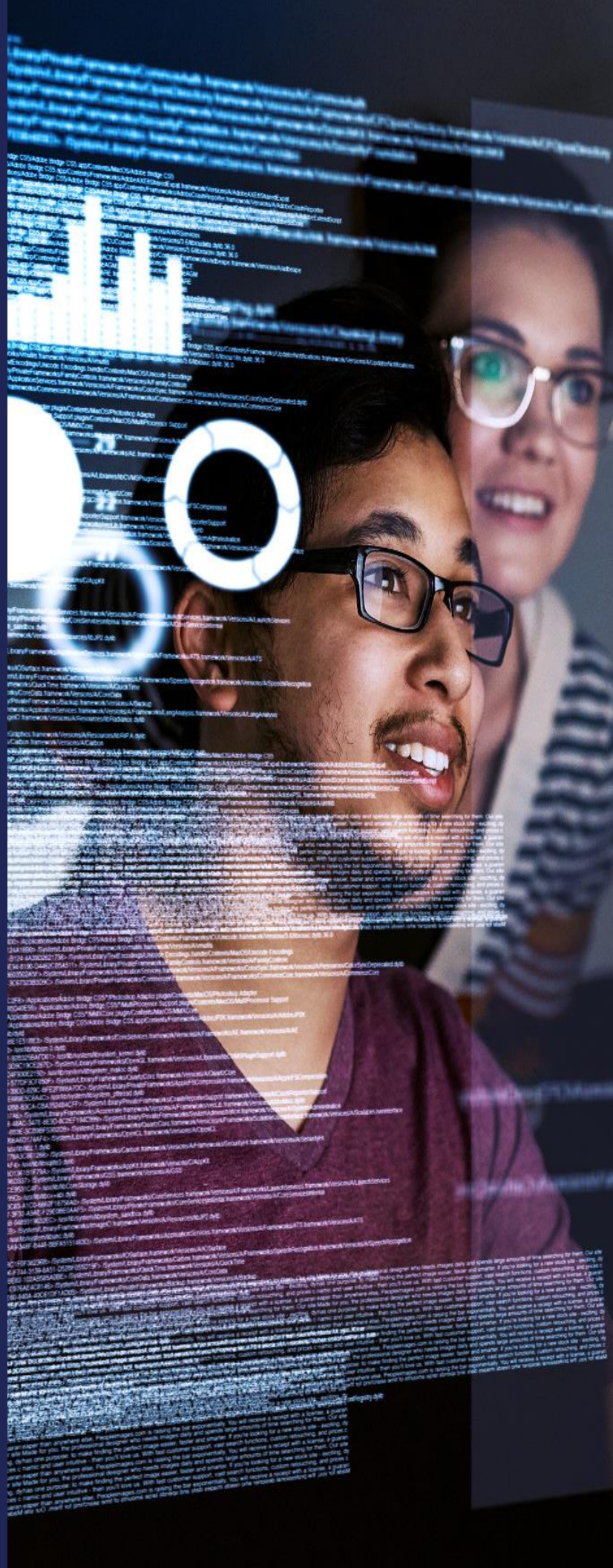
Pega Crushes Business Complexity

Pega Modernizes Claims First Notice of Loss (FNOL)

Progressive Questioning

Digital & Omni Channel Enablement

Claims Straight-Through-Processing

Claims First Notice of Loss

Email Bot

Segmentation & Assignment Logic

Voice AI

The purpose of FNOL is to gather sufficient information to set up a claim, segment it by complexity, and assign it to the appropriately skilled claims professional. FNOL mobilizes a carrier's 'moment of truth' and sets the stage to optimize the claim handling that follows. Pega customizes, simplifies and accelerates claims notification by leveraging an array of leading digital capabilities, including Natural Language Processing (NLP), Voice AI, and Progressive Questioning -- NLP to extract data from structured and non-structured sources, Voice AI to interpret and transcribe claims notifications made through a call center, and highly configurable, low code Progressive Questioning to tailor claims intake to the specific characteristics of the claim.

Learn more about how Pega modernizes Claims FNOL through a single, powerful, unified platform.

Progressive Questioning

The long-standing debate on how much information to gather and how long to keep the insured on the phone at FNOL is easier to resolve with Pega's Progressive Questioning. In lieu of the agent determining the appropriate questions to ask or asking irrelevant questions, Pega tailors claims intake questioning to the specific characteristics of the claim and guides the FNOL taker through the most efficient path.

- Highly configurable, low-code progressive questioning
- Includes instructions and prompts for the FNOL taker
- Questioning logic can be easily extended across all self-service channels, guiding insureds through the most efficient path

Digital and Omni-Channel Enablement

Pega enables claims reporting across virtually any channel (e.g., chat, mobile, web) and provides the, synchronized and connected omni-channel brand experience today's insureds expect.

- With Pega business and process logic sits at the center of your business, not coded in channels or back-end systems.
- Adding new channels (e.g., telematics, future TBD channels) and making updates, as necessitated by FNOL processes changes, are fast, easy and reflected across all channels
- Insureds reporting a loss on one channel can seamlessly transition to another with the ability to pick up where they left off

Email Bot

Pega's Email Bot leverages Natural Language Processing (NLP) and Adaptive AI to understand and action insured's emails.

- Both email content and attachments are analyzed to interpret intent and sentiment
- AI performs triage and drives the next best action. For example, emails sent to generic email addresses are routed to the appropriate team for follow up, automated replies are sent to acknowledge receipt and next steps
- Extract data from ACORD forms to process claim set up in backend systems

Voice AI

Pega leverages speech to text, NLP and AI to further expedite claims intake and identify the need for special claims handling.

- The dialogue within each FNOL call is analyzed as it happens
- The insured's reply to claim intake questions is interpreted and transcribed directly into the appropriate fields
- AI can be trained to interpret the need for special handling and prompt the agent with dynamic scripting (e.g., agent prompted to advise insured to preserve scene and evidence if loss could be attributed to a 3rd party) *

* 2022 release

Segmentation and Assignment Logic

Carriers increasingly look to segment claims to more granular levels of detail and to optimize claims assignment. Pega simplifies management of segmentation and assignment logic and allows for permutations across lines of business, coverages and jurisdictions.

- Segmentation logic is managed in layers which simplifies rule changes, for example, executing a rule change to a specific line of business and jurisdiction (e.g., auto/Texas)
- Claims can be delegated authority to own and manage rules. You don't need to know how to code to establish, adjust, or delete rules as business needs change
- Pega's AI is constantly learning and monitors case outcomes to uncover new ways to improve claims assignment

Optimize Claims Straight-Through-Processing

Pega is the industry's recognized leader of AI powered software and operational excellence. Pega's Process AI is constantly monitoring your business and learning new ways to improve claims straight-through-processing.

- Leverage streaming data and adaptive models to predict, in real-time, the propensity of positive case resolution
- Utilize Pega's built-in AI, internal proprietary or 3rd party analytics models
- Machine learning improves models and over time identifies new opportunities for claims STP

In addition to these core digital technologies to streamline claims FNOL, Pega is also the recognized leader of **AI-powered software for customer engagement,** which can be leveraged by claims to optimize Pre-FNOL communications.

Personalized Safety and Loss Avoidance

Insurance is shifting from a product and risk-centric business to a customer-centric business. Most notable for claims is the shift from an inbound communication model, waiting for the insured to call after something bad has happened, to proactive outreach. Carriers possess greater ability today to map policies in force against predicted weather events and CAT storm paths. Pega enables proactive, personalized messaging at scale, such as pre-event safety and loss avoidance messaging to the insured's desired channel.

Proactive FNOL

The most significant shift to personalized communications for claims has been Proactive FNOL. Carriers either advised through the IOT (e.g., auto telematics) or post weather event / CAT aerial imagery are exceeding insured's expectations by setting up and notifying the insured of the claim before the insured has a chance to pick up the phone. Pega not only advises the insured of the claim though their desired channel, but processes claims set up through the back end systems.