APPBAY
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How an Insurance Company transitioned from conceptualization to the Go-Live phase with Appbay's Ready-to-Use Solution?

Automated Registry Solution

Customer
Leading insurance corporation in Middle-East

Business Domain
Insurance

Solution
Automated Registry Solution

Tech stack
Appian, SQL Server 2016

Business Challenge/Need

- The client faced formidable challenges in executing surveys, procuring feedback, and effectively monitoring these processes due to their manual nature. Reliant heavily on paper-based and email-driven methods, these processes proved to be time-intensive, impeding the identification of potential issues. The absence of streamlined workflows and automated procedures led to delays in routine operations, such as customer onboarding and address updates.

- Further The lack of process automation and the presence of numerous unautomated workflows rendered the client's operations susceptible to a multitude of costly consequences. Resolving these challenges necessitated a profound comprehension of operational workflows, identification of pain points, and a strategic solution to bridge the operational gaps.Regrettably, this multifaceted process led to a series of issues including inaccuracies, extended response times, disjointed communication, and mounting frustration among both borrowers and loan officers.

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Solution

Addressing these challenges, Appbay introduced the Automated Registry Solution (ARS) – a dynamic Ready to use solution harnessed through Appian's platform. ARS exhibited the ability to manage a broad spectrum of distributed activities, including:

- Effortlessly generating diverse checklists and surveys devoid of the need for fresh Appian development.
- Effectively managing a repository of checklist templates and seamlessly importing new lists from external .xlsx files.
- Utilizing an intuitive, unified interface to oversee assigned checklists, respond to them, and grant approvals.
- Disseminating new checklists and meticulously tracking assignments across the organization.
- Embedding context-relevant notes and attachments within each checklist process.
- Assigning scoring weights to questions, facilitating response comparison across assignments.
- Offering comprehensive reports for data analysis of responses across checklists and individual sections, encompassing initiated, ongoing, and completed checklists.

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Why Customer Choose the solution?

The client juggled a high volume of customers daily, offering diverse insurance products and services. Essential events like customer onboarding, claims processing, and address modifications demanded meticulous management. The implementation of the Registry Automation System revolutionized the client's ability to oversee event-specific tasks. This solution empowered the creation of surveys/feedback mechanisms post each event, serving both external customers and internal staff, ensuring task fulfillment across events. The system enabled the design of reusable checklists, their assignment to distinct roles, and the continuous tracking of responses. The dashboard provided clear visibility into accomplished and pending tasks. The inclusion of notifications and alerts heightened users' attention to critical matters. Leveraging the reporting module, the client gained insights into key metrics, facilitating informed decisions to enhance their processes.

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Business Impact

The implementation of ARS sparked a transformation in the client's operations, replacing manual workflows with a systematic business process automation that streamlined operations, curtailed manual labor, amplified transparency, and yielded elevated business results. The solution facilitated the generation of diverse checklists catering to distinct events, all consolidated in a singular repository, fostering their recurrent use for different clientele. Previously, the allocation of specific tasks within numerous claim records entailed laborious manual allocation based on event types. With ARS integration, an unlimited number of checklists can be established and automatically assigned based on event types. The introduction of automated email notifications and reminders for feedback collection assured seamless communication with customers, bridging gaps and mitigating delays. Customers were provided the convenience of survey participation through various integrated web interfaces. The collated responses were meticulously recorded, generating comprehensive analytical reports that furnished profound insights into performance metrics.

ROI Generated

- Gain 4x Agility Boost.
- Improved end-user experience and productivity.
- Centric tracker view to enable operational manager to take decisions based on the collaborative relational indicators.
- Speed-up development and improved agility that enabled continuous delivery.
- End-user experience was enhanced and 45% better team utilization and productivity was noted.