

Providing Value-added Customer Services

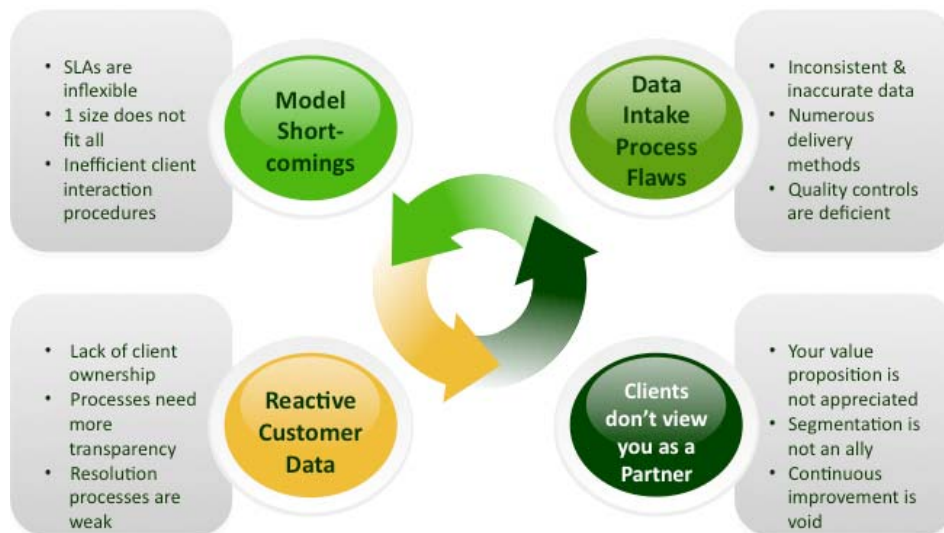
Data Analytics and Metrics are Key

As P&C companies continue their quest to become more customer-centric, the importance of data analytics becomes accented. In fact, many insurers are finding ways to utilize data to provide more value to their customers, at the same time increasing internal operating productivity. An integral part of data leverage includes accompanying performance metrics. Metrics pertains to measures and tools clients put in place to proactively manage performance

(e.g. internal & external customers) and desired results.

The benefits associated with employing valuable data analytics and metrics applies to many internal operating groups and business processes. The functional area gaining most attention of late is Claims.

Some of the challenges associated with leveraging data in Claims' functions include:



Applying Performance Plus, Inc. Best Practices

PPI has helped clients get their arms around the three main elements necessary to turn claims data into an intellectual asset – people, process and technology. Numerous client engagements have produced significant increases in efficiency, customer service and customer loyalty. PPI has garnered these techniques, methodologies and experiences into best practices that are seamlessly applied to customer-specific environments to produce material results.

Examples of steps PPI uses to apply these proven methods at client sites follow (*Actual steps used are agreed upon with the client as part of the scoping process*):

- **Upstream data and process quality** – an examination of ‘what and how is information flowing downstream’ provides valuable insight into many deficiencies. The findings are highlighted when combined with a PPI comparison of the processes to industry best practices.



- **Customer Readiness review** – improvements in customer practices are essential to improved loyalty and internal efficiency. Several change management techniques help assess and improve the ability to make customer changes productively.
- **Service Model Review** – the agreements and approaches in place to service your customers and build sustainable loyalty programs is examined and analyzed.
- **People/Process/Technology Integration** - reviewing customer processes in comparison to internal practices from PPT perspectives yields practical areas of opportunity, both internally and with customer operations.
- **Triage Capabilities** – identifying and improving methods that segregate data is critical to sustainable improvement. Various proven triage practices and metrics are compared to client and customer procedures to yield productivity advances.
- **Role & responsibility alignment** – addressing how well competencies and responsibilities are matched to important claims processes will produce gains in staff motivation and production.
- **Core intake and operating processes** - cycle times, technology business rules, conflict resolution methods, scalability, complexity, etc. determine efficiency and effectiveness strengths.

Increasing Customer-centricity and Internal Productivity

Based on specific client results, PPI has teamed with clients to improve efficiency and bring value-added services to client customers. Examples of these solutions include:

- **Value-Added Client Assistance** – our clients have used us to perform short operational reviews of customer claims operations as a value-added

service to their customers. Customers appreciate the ‘above & beyond’ service and both parties gain from improvements that are implemented.

- **Future State Service Models** – road maps are created on how clients can take their customer service models to best –in- class levels. Clients execute the upgrades along with accompanying metrics to gauge success.
- **Building Customers a Business Case** – proven techniques in ensuring that changes to customer processes get accepted by the customer are captured in easy to use templates and procedures, along with a path on how to use them to obtain the desired results.
- **Standardization Approaches** – detailed processes on how to reduce exception handling, workarounds, non value-added tasks, etc. are delineated and attacked to increase productivity.
- **Establish Metrics & KPIs** – most metrics that are reactive and financial oriented in nature are replaced with cause & effect measures to yield preemptive measures that enhance customer service and efficiency.
- **Technology Road Maps** – gaps in technology enabled processes are evaluated and spelled out, along with practical ways to overcome them.
- **Consultative Competency Expertise** – short training classes on how to improve internal competencies in servicing and changing customers is frequently utilized by PPI clients to help client staff become more trusted advisors to their customers.
- **Create Specialization Practices** – resource allocations are evaluated in context of general vs. specialized servicing approaches. Industry best practices help increase perspectives and outcomes.