

THE CONNECTED JOURNEY

Many aspects of our daily lives would've been simply unimaginable a few decades ago. From smart phones to smart homes, iPads to AirPods, everything we do seems to have been reinvented and re-engineered with ease and convenience in mind. Still, consumers demand more; more choice, more value, and the dichotomy of more self-serve options with scope for personalisation.

The insurance industry isn't exempt from this fundamental digital shake-up. Quite the opposite, in fact, as we operate within the midst of it. As 'journeys not touchpoints' becomes the mantra for customer experience success, insurers and outsource providers are re-inventing their entire claims value chains to introduce intuitive digital processes to meet the rising expectations of tech-savvy customers. They must embrace innovation to differentiate their offering, and end to end journeys with the finely balanced level of both human and digital touch points promises a sleek, simple and satisfying experience.

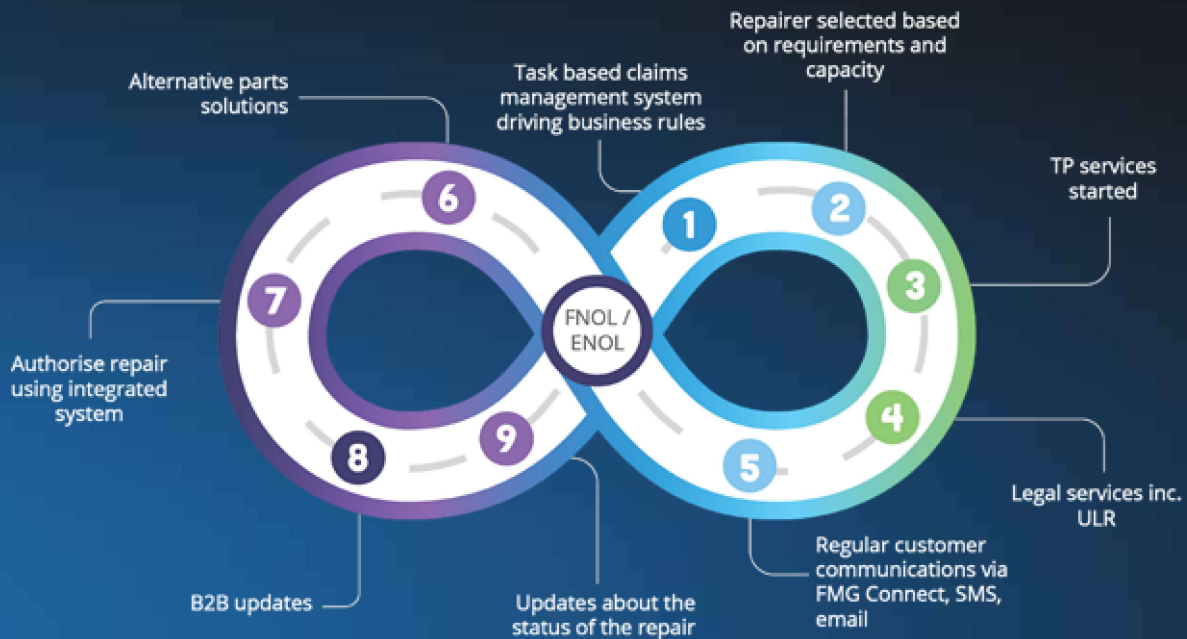
However, as the digital world continues to evolve there can be a disconnect between what an effective customer experience is in reality, and what businesses consider this to be.

Where do automations succeed?

Particularly in the case of motor insurance, technology streamlines and automates a high proportion of customer service functions, raising the bar for performance at so many stages of the claims lifecycle. As an outsource provider, FMG's intelligently connected systems vastly increase efficiency, cost control and supreme data accuracy, creating a lean and scalable solution.

From the First Notification of Loss (FNOL), one proprietary platform powers and automates every downstream service through intelligently connected systems. From instantaneous damage triage to bodyshop allocation, all of our connected systems support delivery of an efficient and seamless customer journey.

Business rules identify clear and simple claims cases deemed suitable for an automated process and an intuitive interface takes over, presenting a deeper level of engagement, knowledge and power to the customer – scheduling repair appointments, using image capture technology to speed the estimating



process along, and deriving 24/7 repair updates. Seamlessly connected systems can vastly improve efficiency in communication between parties and speed up the processing of claims, consistently providing customers with transparency surrounding where they are in the process and what happens next.

The FNOL stage is likely to be the initial direct contact stage with a policyholder, presenting the single-best opportunity to deliver on the promise of a differentiated claim service. This first contact can significantly impact both the customer experience and the costs associated with the incident. Whilst Electronic Notification of Loss (ENOL) provides a personalised customer experience and the perfect tool for those willing to abstain from human contact, others will want to pick up the phone to report their claim, to engage with a real person, be listened to, empathised with and reassured. Regardless of human or digital notification, the primary focus should ensure a seamless journey for the customer; sleek, simple and confident in the knowledge that we will put things right.

At FMG, we are perhaps more aware of all the nuances in the handling of the FNOL process. This might be the only touchpoint a customer has with us, therefore handling it well can be critical to client retention and subsequently business growth. We deliver customer journeys based on the client's own philosophy and brand values, in-line with their committed levels of service and seamlessly reflecting the way they do business. Therefore, collecting the correct information at this stage is crucial to driving the appropriate downstream tasks and achieve the best resolution. That's why we've taken the time to develop our forthcoming ENOL process, ensuring it delivers on the exact same foundations and principles that we've honed for FNOL.

Striking the right balance

Last year's launch of FMG Connect, our middleware self-serve omni-channel facility, enhanced our overall customer experience by providing customers with a digital, real-time online platform. Seamlessly linked to our proprietary platform Ingenium, FMG Connect empowers customers to manage and control aspects of their claim if they so desire.

Since a single insurance claim provides many chances to build customer satisfaction, the next innovative step on our digital journey is the technical evolution of Ingenium to offer ENOL, due for launch in early 2023. We understand that a fully connected process is not just technology-driven. It's about a focus on the entire journey, not just touchpoints, as well as knowing where technology will deliver the best value over people - and vice versa - through understanding customer preferences.

We're taking time to craft our ENOL solution carefully and deliberately, ensuring consistency of service and experience across all of our channels. We want to strike the right balance between driving routine claims through automated systems, whilst respecting the compelling need to maintain human contact and bolster the customer experience in the moments that matter most.

Conclusion

Automation is a driving force of the digital revolution, and it's great for both customers and businesses alike. However, you can't automate every process - nor do customers want us to!

A truly innovative customer journey provides the best experience from start to finish. This requires adoption of a customer-centric mindset to gather expertise, efficiencies and insights from other departments, appreciating and assessing the customer's journey through their eyes and recognising how to meaningfully improve performance.

To deliver against higher customer expectations, insurers and outsource providers must embrace digitisation of the customer journey whilst striking the optimum balance with the need for human engagement in carefully identified areas. Automated approaches provide simple, reliable and scalable solutions to streamline and handle mostly basic, mundane and repetitive tasks, allowing time for claims handlers to genuinely add value for customers in the moments that matter by advising, negotiating and expediting claims settlements.

The result is customer delight, employee satisfaction, revenue and profitability improvements - not to mention a compelling competitive advantage.

Here at FMG, we'll continue investing in our technology infrastructure in order to settle claims faster, maintaining accuracy and protecting all cost bases. In tandem, and perhaps most importantly, we'll also continue to invest in upskilling our people to deliver that vital personalised customer experience.



Andrew Chandler
Sales Director at FMG.