



Maintaining a competitive edge through the use of digital technology

The traditional claims function is changing, emerging from behind the scenes to forge a bold new path as a key source of competitive advantage – and enhanced service is at the heart. As a result, industry executives now have to make an array of deliberate and assertive strategic choices to ‘succeed’ – recognising that investment in new technologies are the best way to facilitate market access, risk management and customer service capabilities.

In this era driven by technical capability, improved efficiency and data overload, insurers are seeking new ways to reduce indemnity spend whilst providing that sleek, simple and satisfying experience customers now expect. The efficiency of the claims function is a critical element in the value chain and insurers and outsource providers are introducing intuitive digital processes, based on insight-led decisions, that allow claims to be dealt with more quickly, accurately, efficiently, and fairly.

Here at FMG, investment in technology has allowed us to streamline and automate a high proportion of customer service functions at many stages of the claims lifecycle. Our intelligently connected systems vastly increase efficiency, cost control and data accuracy, resulting in a superior solution which is both lean yet scalable.

From the First Notification of Loss (FNOL), one proprietary platform automates every downstream service through intelligently connected systems designed, tweaked and honed, in consultation with major insurers, brokers and customers. Every step in the claim is designed to reduce claims leakage from liability assessment through to claims settlement.

From the customer’s point of view, FNOL may be their only touchpoint with us and handling it well can be critical to their satisfaction. Our claims handlers provide immediate access to all the driver and vehicle support they need. Damage triage is instantaneous and accurate, as is bodyshop allocation, and

direct integration with our repairers enable image capture and estimating in a fraction of the time.

Mobile estimating works in tandem with a full range of flexible repair options, keeping driveable vehicles on the road as long as possible. FMG’s inhouse engineers operate with delegated authority, ratifying repair methods, scrutinising costs and closely monitoring vehicle downtime to control related replacement vehicle costs. And when our customer is at fault, we defend and protect all cost bases.

FMG Connect, our real-time self-serve online platform empowers customers to manage and control aspects of their claim if they so desire - scheduling repair appointments, using image capture technology to speed the estimating process along, checking repair updates 24/7.

Seamlessly connected systems vastly improve efficiency in communication between parties and speed up claims processing, whilst providing customers with transparency on where they are in the process and what happens next. To effectively manage indemnity spend, and deliver against higher customer expectations, insurers and outsource providers must elevate the claims process and embrace digitisation of the customer journey. Here at FMG we’re continually investing in our technology infrastructure to settle claims faster and more accurately, whilst protecting all cost bases. This frees claims handlers up to genuinely add value in the moments that matter, by supporting, advising, negotiating and expediting claims settlements.

Andrew Chandler,
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