

Accelerating Claims Processing

Company Overview

Helphire Group plc was founded in 1992 and today is the UK's leading provider of non-fault accident management and out-sourced services to the insurance industry.

Helphire provides white label accident and claims handling services for insurance companies, for whom it manages ad-hoc communications across multiple stakeholders, from other insurance companies, brokers and body shops, to lawyers, doctors and engineers.

The Challenges

To build a robust scalable communications platform that would support the company's growth plans as it moved into new geographic markets. Each insurance claim generates approximately 200 varied documents and with hundreds of thousands of claims being processed annually, many millions of documents are generated.

To provide a solution that could be managed and operated by user rather than specialist IT resource.

Helphire were many months into a major business process transformation project aimed at delivering the industry's most efficient claims processing service.

The existing technology used for developing documents was hindering the rapid progress within their Business Process transformation project. To enable them to respond more rapidly to customer demands, they conducted an evaluation of the Enterprise Communications marketplace. Any new solution introduced to their users needed to integrate seamlessly.

Thunderhead was selected as the software and the technology tool to handle its personalised multi-channel customer communications.

LPI2 were selected to project manage the rapid transition to integrate Thunderhead, the new Enterprise communications tool, with their existing systems and development projects.

The Solution

LPI2 initiated a two day design workshop with all suppliers to agree the design of a Service-Oriented Architecture (SOA) solution to integrate with existing Business Process engine, Document Management systems and the new Document generation software. The agreed architecture design principles were implemented in the final solution.

An early task initiated by the Project Manager was the creation of a user team of six people who were secured from three business areas and then fully trained in the use of the new software. Over an intensive six week period this team further rationalised 300 document templates to about 150. With help from the IT team these new templates were linked to the appropriate business process.

The selected solution was easily integrated with their existing Business process engine and their document management system including scanning, indexing and image storage. All current and future customer communications were made available to the Helphire CRM system.

Volume tests were conducted to confirm the platform could scale and was able to accommodate the company's projected growth plans.

Under the direction of the LPI2 project manager the process of creating and maintaining sophisticated, yet clear and compliant customer communications was fully integrated as a live service and delivered on time and within budget in less than 4 months.

Results

Business users are now empowered to quickly co-ordinate and process all documents generated for each claim. The success of the project has removed IT development as a bottleneck and further increased the speed and efficiency of the claims process.

Branding for three Helphire organizational units has been standardised across all of customer communications.

Changes to document templates can now be made quickly and easily by the business team and as a result, IT can now focus its attention on more appropriate system operation and further integration tasks.

Helphire's customers wanted to be contacted in a variety of ways, from letters and emails to text messaging, and the technology implemented allows Helphire to communicate with them via their preferred channel, which provides a better and more flexible customer service.

"With each document being sent back and forth between several different organizations this was proving to be a time-consuming and expensive task for the IT department to maintain."

Richard Edwards, Managing Director of IT.

The Benefits

Helphire is able to create and maintain customer claims in a timely manner, in large volumes, 24 hours a day – allowing motorists to get back in their cars quicker. Also, it will support not just printed communications, but email, online and SMS – whatever customers prefer.

"Understanding what our customers want and how they want to be contacted gives us the competitive advantage we need to remain ahead of the game,"

Richard Edwards, Managing Director of IT.

Helphire is confident that as its business grows it has a scalable technology platform which complements its entrance to new markets, such as Spain and the provision of service to new clients, such as the major motor manufacturer's warranty schemes.