

# CLAIMS HANDLING: WHY AUTOMATE?

## OVERVIEW

Claims handling processes can make or break customer experience. The longer it takes for the process to be completed, the more dissatisfied customers become as they await resolution in sometimes distressing circumstances.

Automating these processes helps organisations increase efficiency and productivity by removing complex, mundane, or repetitive tasks, and reducing the time to resolution with more accurate and consistent outcomes. These processes can be fully or partially automated to get the best possible outcomes.

## WHY AUTOMATE?

Automation can increase customer and employee satisfaction, reduce costs, and improve accuracy of claims processing when implemented correctly.

Business process automation is a strategic move for organisations when:

- **Claim volumes** spike, significantly slowing the process and resolution, leading to customer dissatisfaction.
- **Errors** are made by employees trying to complete work quickly.
- **Claim and customer insight** is unattainable as data is un-standardised, disorganised, and displaced.
- **Data extraction, entry, and verification** remain part of everyday workflows, resulting in loss of productivity.

Automating claims handling processes benefits organisations and customers:

- **Decrease in human error:** removing manual data entry and verification will remove the risk of mistakes that can affect an organisation financially.
- **Standardised, accurate, and comprehensive data:** automation standardises data structures and puts it into a centralised data management system.
- **Increased scalability and resilience:** once processes are automated, they can process thousands of claims without using more resources, and can run 24/7.
- **Detailed audit trail:** automation provides the ability to audit. This supports regulatory compliance and ensures comprehensive claims data that can be analysed and used for decision-making.
- **Reduced operational costs:** optimising employee time and reducing human error helps to reduce operational costs.
- **Better customer experience:** automation accelerates processes, enhances communication, and allows employees to focus on going the extra mile for customers.
- **Employee satisfaction:** automation removes the need for employees to complete repetitive tasks, increasing satisfaction levels.

Find out more about [automating claims handling](#) with Responsiv.



## AT A GLANCE

### CHALLENGES

- Inefficient processes
- Compliance risk
- Inefficient collaboration
- Human error
- Customer dissatisfaction

### BENEFITS

- Process efficiency
- Reduced costs
- Process optimisation
- Accuracy of data and decisions
- Staff and customer satisfaction
- Consistent outcomes

## HOW CAN RESPONSIV HELP?

Responsiv has a wealth of knowledge and experience developing, implementing, and supporting process automation solutions. Our experience working across industries also provides insight into best practice for our solutions.

Read our automation case studies below:

- [UK Airline Improves Efficiency with Process Automation](#)
- [Government Agency Saves Money with Streamlined Processes](#)

We also have the skills to continuously support your teams and solutions.

## CONTACT US

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