



rightpath
insurance solutions

"the rightpath to excellence"

Innovation, AI, ATICS and the Future of Claims Management.

The leveraging of AI, big data and automation for service improvement remain incredibly powerful yet often overlooked concepts for insurers.

Many insurers are yet to fully harness the benefits of an effective innovation strategy which provides true enhancement to their service to customers, and risk being left behind.

So how can an insurer move ahead of the curve?

Don't Be Left Behind

In a recent survey carried out by Insurance Nexus, AI and analytics are both considered to make significant positive impact on future improvements in customer engagement, each claiming a 40% share of votes cast by those polled.

Whilst claims management processes continue to increase in complexity, representing a formidable challenge to be met by InsurTech, it remains the customer experience which is of critical importance.

The potential gains of an integrated technological approach to claims processing is fast becoming an organisational imperative for many insurers looking for an advantage in such a highly competitive marketplace.

It is understood that long, outdated processes leading to one painful claim experience can be all that is needed to turn a customer into the most vocal of detractors, effectively driving business into the welcoming arms of competitors.

However, the prospect of the significant investment in the time and money needed in order to effectively implement AI technology as a first-party solution can be more than most insurers can commit to.

How to Catch Up

Insurers employing an outsourced claims management process are presented with a clear opportunity; partnering with an innovation-led, experienced claims management company, ensuring customer satisfaction and the benefits of industry-leading claims processing AI.

Rightpath's ATICS delivered the first version of its AI-driven claims management automation model in 2007.

At the forefront of the use of technology to improve the customer journey, Rightpath Insurance Solutions launched its original ATICS in 2007.

The first of its kind; ATICS was designed as a comprehensive, tailorable insurance claims management system driven by complex AI. ATICS has continued to evolve to meet the needs of insurers and their claimants.

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Artificial Intelligence & Data Integrity

ATICS' AI-driven data collection process ensures both accuracy and simplicity within the claims submission process; automated, AI-based data entry can be tailored to each policy. This streamlines the entire claims process for claimants, reducing frustration, removing the risk of blank or incorrectly completed fields and preserving overall data integrity.

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Over a decade and numerous version improvements later, including data encryption at rest, ATICS artificial intelligence and data integrity provide both clarity and peace of mind.

Analytical Insight

One of the biggest benefits of ATICS' robust, automated data strategy are the business insights that can be drawn instantly from correctly categorised data. Insurers can view a range of metrics relating each claim, segmented by data type and in aggregate across their policy portfolio.

ATICS also presents the added ability to continuously monitor both customer satisfaction and customer

feedback, making it easy to make informed policy and service improvement decisions.

Rightpath's ATICS provided the first iteration of this advanced analytics functionality as a version enhancement in 2010.

Real-World Solution

Insurers burdened by inefficient and often inaccurate systems may lack the resource to interpret exactly where technological claims administration enhancements can be made. Rightpath's extensive experience in end-to-end claims management and expertise in the implementation of results-driven AI improvements provides insurers with a holistic approach to identifying and addressing their specific needs.

BIBA2019 is just around the corner, and between the keynote speeches both delegates and industry pundits will be eager to predict the next InsurTech disruptors and witness some perhaps not-quite-there technologies up close.

However, for a trusted, proven and powerful AI-driven claims management solution, Rightpath Insurance Solutions' ATICS is ready and available today.

For more information on ATICS or Rightpath Insurance Solutions' tailored claims management services, please contact:

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ATICS