Claims Innovation Workshop

Kainos can elevate customer experience in insurance by innovating the claims process using Azure OpenAI.

We work with insurers to define customer pain points in the claims process that generative AI can address, from FNOL to settlement.

Kainos offer a free of charge half-day workshop including preparation and analysis to build an understanding of your challenges, current state and any required outcomes.

This workshop can act as precursor to an Azure OpenAI proof of value in the selected areas of the claims process.
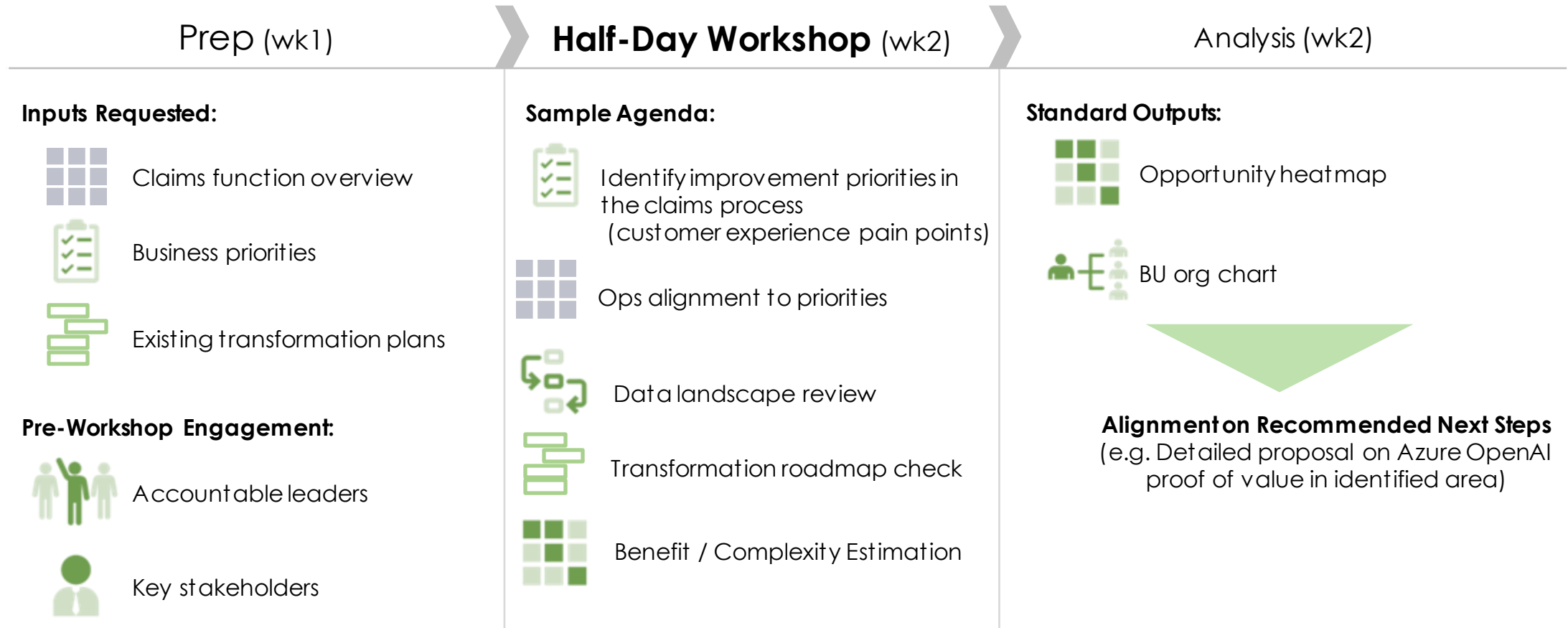
Elevate Customer Experience

Innovate Claims with Azure OpenAI

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Claims Innovation Workshop

Objective: Perform a rapid, high-level analysis of the claims function to agree priority areas for Azure OpenAI proof of value

Approach: Interactive half-day event with claims leaders / SMEs to explore and agree best future Azure Open AI opportunities

Prep (wk1)   →   ## Half-Day Workshop (wk2)   →   ## Analysis (wk2)

Inputs Requested:

- Claims function overview
- Business priorities
- Existing transformation plans

Pre-Workshop Engagement:

- Accountable leaders
- Key stakeholders

Sample Agenda:

- Identify improvement priorities in the claims process (customer experience pain points)
- Ops alignment to priorities
- Data landscape review
- Transformation roadmap check
- Benefit / Complexity Estimation

Standard Outputs:

- Opportunity heatmap
- BU org chart

Alignment on Recommended Next Steps
(e.g. Detailed proposal on Azure OpenAI proof of value in identified area)

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Claims innovation heatmap

This maps out areas which would benefit most from Azure OpenAI proof of value.

Stage of claim process*	Customer Experience	Employee Experience	Inclusivity, Ethical & Compliance	Existing Systems	Data Culture
FNOL	🟦	🟦	🟨	🟩	🟨
Investigation	🟨	🟨	🟩	🟨	🟩
Policy Checking	🟩	🟩	🟨	🟩	🟨
Damage Evaluation	🟦	🟦	🟩	🟨	🟩
Settlement	🟦	🟦	🟩	🟨	🟩
Other	🟩	🟩	🟦	🟦	🟨

Non-Manager FTE base	Cost Impact (£)	CeX Impact (Customer & Colleague)
▬	▪	▬
▬▬	▬	▬▬
▪	▪	▬▬
▪	▪	▪
▪	▪	▪
▏	▏	▏

Legend:
- 🟦 No immediate opportunity
- 🟩 Active opportunity to progress
- 🟨 Further investigation required

Note: Claims process varies across businesses and functions so this is indicative only.

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Azure OpenAI Proof of Value

As a follow up to the workshop, Kainos can provide a secure, integrated Azure OpenAI proof of value (POV) that allows claims handlers to make faster, more robust and transparent decisions and personalise their approach to meet customers' needs.

Our solution offers a seamless experience for claims handlers and customers alike, while considering inclusive design, ethical AI, ESG and the regulatory compliance priorities of insurers.

Implementation over 8-12 weeks delivers:

- Proof of value Azure OpenAI policy document insights physical demonstrator, within your enterprise infrastructure, with integration capability into existing claims systems.

- Kainos will work with your organisation to enable internal teams and users through skills transfer and use dual track agile methodology to deliver value faster.

- Proof of value can serve as the foundation of a roadmap to full production.

Benefits

Improved customer experience and retention through faster, personalised service.

Cost savings through efficiencies and increased customer retention.

Improved employee experience - focus on high value work.

Increased accuracy and substantiation of claim outcomes, mitigating disputes.

Inclusive design, ethical AI, ESG, security and compliance considered.

Azure OpenAI allows insurers to innovate.

Differentiators

- Kainos have real-world implementation experience with Microsoft design patterns

- Kainos are at the forefront of Azure OpenAI development

- Kainos are OWASP LLM security thought leaders

- Kainos are already delivering Azure OpenAI projects with global insurers

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We build next generation digital businesses, through delivery of intelligent digital services that use the best in talent and technology **and embed capability in our customers.**

55 million UK citizens
positively impacted by services we've delivered

150+ Agile projects
successfully delivered

Key partners
Strategic and award winning Microsoft partner

400+ blue-chip customers

98% of customers
rate our service as good, great or excellent

Award-winning
40+ national industry awards

RSA

FCA

The Pensions Regulator

AIB

AVIVA

NFU Mutual

CO OP

FBD INSURANCE

NHS Digital

NCA National Crime Agency

At a glance

- 3,000 + amazing people
- 36 years of innovation
- 26 offices globally
- 12 consecutive years of growth
- £360m revenue in FY23
- UK FTSE 250 listed

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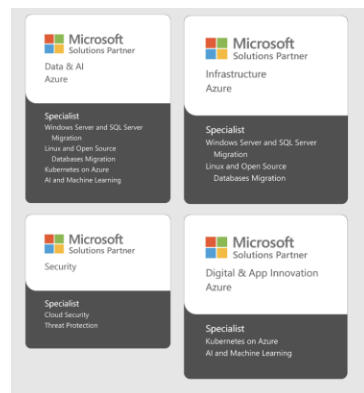
Some of Kainos' FSI Customers

Strategic Microsoft Partner

Kainos is **Professional Services Partner of the Year 2023**. We are an **Azure Premier Support Partner**, are **ECIF ready** and are included in Microsoft's top partner programs e.g., **Azure Migrate Program, IOT Accelerate, CAF for Data & AI.**

Our senior architects sit on **Microsoft Global Partner Advisory Council** panels and our senior data scientists sit on the **Microsoft AI Inner Circle.**

What makes our partnership so strong?

Microsoft Solutions Partner — Data & AI Azure
Microsoft Solutions Partner — Infrastructure Azure
Microsoft Solutions Partner — Security
Microsoft Solutions Partner — Digital & App Innovation Azure

Microsoft Partner
2018 Partner of the Year Winner
United Kingdom Partner of the Year

40+ national industry awards

Well Architected Framework

Multiple Advanced Azure Specialisations

55 million+ citizens positively impacted

Flagship projects

Department for Environment Food & Rural Affairs
UNITED NATIONS
IMCO Investment Management Corporation of Ontario
Ministry of Defence
NHS Digital
RSA INSURANCE
The Pensions Regulator

"I cannot commend the Kainos team highly enough. They display an open, collaborative approach, excellence in Azure engineering and a relentless determination to succeed. They are an exemplary Microsoft partner."
Derrick McCourt, General Manager, Customer Success Microsoft UK

Microsoft

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