

Check out  
exclusive guest speaker  
Prof John Seddon

# TIN Digital Claims

## Transforming claims for the digital age

### Keynote speakers:



**Graham Gibson**  
Chief Claims Officer  
Allianz

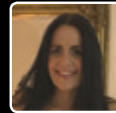


**Robin Challand**  
Claims Director  
Ageas



**Professor John Seddon**  
Author, management thinker  
and global authority on change

### Case study and breakout speakers include:



**Lisa Irons**  
Head of Operational  
Transformation  
Hastings Direct



**Alex Whitehead**  
Head of Insurance  
so-sure



**Linda Ghodbani**  
Managing Director  
HomeServe



**Liz Ryan**  
Head of Claims  
Performance and  
Insights  
Zurich

### Breakout sponsors:



### Exhibitors:



# Overview

Leveraging data & technology to transform the customer experience on the one hand - and deliver operational efficiencies on the other - is the key weapon in the battle for competitive advantage as the age of digital insurance dawns.

Claims is on the front line. The winners will be those that unlock the strategic value of claims and enable better claims processes, drive innovation and deliver a 21st century claims experience – enabled by digital technologies and data driven insights.

## The key question is HOW?

### Attend Digital Claims 2020 to:

- Discuss *how* to leverage digital to improve the claims experience and drive up engagement and retention
- Discover *how* to transform claims operations and deliver efficiencies through intelligent automation
- Explore *how* you overcome the practical challenges of delivering change and create a claims centric culture



# Programme

🕒 08.00 Registration, coffee and networking

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🕒 09.00 Keynote presentations, discussion and Q&A

## Leveraging culture and digitalisation to achieve successful customer outcomes

- What does the digital journey look like at Allianz?
- The role of the leadership team in preparing people for digital change
- Managing mindset and behavioural change
- Ensuring your digital and data strategy is truly customer centric



**Graham Gibson**  
*Chief Claims Officer*  
**Allianz**



**Robin Challand**  
*Claims Director*  
**Ageas**

## Leading data-driven change: how digital and data can transform the claims function, *and* maintain an unwavering focus on the customer

- Changing how we manage the business to embrace digital and become more data-driven
- Augmenting decision making with data and customer insight
- Aligning internal and external stakeholders with data teams to accelerate change and progress in claims
- What does success look like?

🕒 10:45 Coffee and networking in the exhibition area

Discussion session 1

**Transforming claims operations to improve service and achieve efficiency**

Sponsored by:



**Defining the right strategy for leveraging automation in claims**

- Devising the business case and getting the right teams in place
- What processes are best suited to automation?
- Understanding customer behaviour – will customers behave how they say they'll behave?



**Lisa Irons**  
*Head of Operational Transformation*  
Hastings Direct

..... Q&A .....

**Building data analytics capabilities for improved outcomes in claims**

- Analysing the financial and operational performance of claims to provide actionable insight and drive improvements
- Redesigning and adapting claims interactions based on changing customer expectations
- How we understand customer behaviour will change as new technology is introduced into claims



**Liz Ryan**  
*Head of Claims Performance and Insights*  
Zurich

..... Round table discussions and Q&A .....

Discussion session 2

**Improving the customer experience**

Sponsored by:



**Leading operational change to improve customer experience and outcomes in claims**

- Redesigning and adapting claims interactions based on changing customer expectations
- Identifying the right technology, providers and partners to improve claims experience
- Challenges to face and overcome when transforming claims operations



**Andy Cain**  
*Head of Claims Customer Operations*  
Saga plc

..... Q&A .....

**Changing people, culture and technology to transform customer service in claims**

- Creating an organisational mindset that embraces change
- Ensuring your claims team understand the 'why' and 'how' when changing strategy, systems and process
- The resources, planning and tools necessary to execute the change plan
- Takeaways and lessons learned



**Tim Purcell**  
*Head of Technical Strategy and Best Practice*  
AXA

..... Round table discussions and Q&A .....

# Innovation Stage

## Session 1 Emerging Claims Technologies

11.15 Introduction

11.30 The role of intelligent automation in claims and beyond

*Rachael Bishop, Chief Operating Officer, AltViz*

11.45 Success and failures of Insurtech in claims...and what's to come

*C J Przybyl, Co-founder & Chief Strategy Officer, Screenshot*

12.00 Forget the next shiny new tech and focus on solving claims problems today

*Rob Smale, NED & Advisor, and former Claims Director, Ageas UK*

Please contact **Jeremy Burgess** if you have an innovative case study you'd like to share or you'd like to suggest an organisation to participate on the innovation stage.

**Contact [Jeremy@TIN.events](mailto:Jeremy@TIN.events)**

 13:00 Lunch and networking in the exhibition area



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“ John Seddon provides a way of improving how our organisation works through changing how all our leaders think. His method is fundamentally changing, for the better, what we can do for our customers. ”

Director at Aviva

## 14.00 Exclusive keynote presentation

### Future facing keynote: creating customer value in the digital age

- Leveraging systems thinking to design effective digital services
- Customer value: the sole driver
- IT as *last*, not first
- Speed of change: how to focus and what to avoid
- Delivering promises, achieving best practice and overcoming claims process challenges



**Professor John Seddon**

*Author, management thinker and global authority on change*

*John Seddon is an occupational psychologist, researcher, professor, management thinker and leading global authority on change, specialising in the service industry.*

**The Daily Telegraph** described him as a "reluctant management guru."

### Workshop session 1

## A case study in leveraging automation in insurance

Sponsored by:  WorkFusion

### Improving agility, reducing claims time and achieving operational efficiency

- Steps to achieving successful RPA implementation
- The challenges, opportunities and threats of using automation – avoiding unintentional consequences of RPA
- Value, innovation and gains achieved as a result of the automation
- What obstacles still need to be overcome?



**Ben Lyons**  
*Senior Automation Specialist*  
Allianz



### Workshop session 2

## Executing your digital claims strategy

### Delivering a seamless customer experience using data and claims insights

- Redesigning and adapting claims interactions based on changing customer expectations
- Building capabilities to successfully change current claims systems and processes
- Developing agility in claims to ensure the customer journey is continually improved



**Dean Witherington**  
*Claims MI and Analytics*  
NFU Mutual





# Innovation Stage

## Session 2 Innovation in action

**15.30** Exceeding customer expectations whilst reducing claim settlement time and costs with instant payouts  
*Richard Campion, Director, Visa*

**15.45** How real-time flood forecasting can remove the pain from the claims process  
*Dr Avinoam Baruch, Chief Operating Officer, Previsico*

**16.00** Does automation work within claims? Implications for the workforce, culture and customers  
*Rob King, Author of Digital Workforce*

**16.15** Trust - powered by innovation. How the integration of emerging technologies can advance trust between customers and insurers  
*Richard Starey, Senior Solution Consultant, Guidewire*



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🕒 16.20 A quick drink and move to the next session

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🕒 16.30 Closing panel discussion

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## Can claims drive the digital agenda?

Claims has traditionally been at the back of the queue when it comes to investment, setting business strategy and securing the best talent. As organisations focus on brand and customer service, claims should be leading the charge – but is it?

Our panel will explore how claims should be driving the strategic agenda and the practical challenges of delivering a transformation strategy with claims at the centre.

- If we build it will they come? Is there customer appetite for self-service in claims - and how do we get it right?
- Overcoming the challenges presented by multiple technology systems from suppliers, internal legacy systems and resistance to change
- What are the future skills and capabilities needed to prosper in the digital age – are we winning the war for talent?



**Alex Whitehead**  
*Head of Insurance*  
**so-sure**



**Linda Ghodbani**  
*Managing Director*  
**HomeServe**



**Simon Hughes**  
*Former GI Claims*  
*Innovation Lead*  
**Aviva**


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🕒 17.15 Drinks reception


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# Sponsors

## Breakout sponsors:


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## Exhibitors:



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**Please note only industry practitioners can register as delegates:**  
(Actively working for an insurer, broker or loss/claims adjuster. No suppliers please\*)

\*For sponsorship and exhibition enquiries please call Phil Middleton on **020 7631 0034** or email **phil@middleton-burgess.co.uk**

#DClaims

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Choose one of 3 easy ways to register

 [www.Digital-Claims.co.uk](http://www.Digital-Claims.co.uk)

 **Email: [bookings@TIN.events](mailto:bookings@TIN.events)**

 **020 7079 0270**

On receipt of your registration we will send you an email confirmation.  
Payment can be made by BACS or we accept:



VISA



Closer to 17<sup>th</sup> March 2020 we will send through a map & directions to the venue

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