

Strategic

Claims

2016

Transforming claims to deliver a customer-centric experience that drives business performance

3rd March 2016 • etc Fenchurch Street, London, EC3

EARLY
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RATE £399^{+ VAT}
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Keynote speakers



Ian Thompson
Chief Claims Officer ZIP/ EMEA
Zurich Insurance



Ingrid Woodward
Global Customer Operations
AIG

Other speakers include



Martin Ashfield
Property and Lifestyle Claims Director
AXA Insurance



Tony Emms
UK Chief Claims Officer
Zurich Insurance



Peter Mungeam
COO Client Services
AON Benfield Group



Steve Hall
Head of Claims Strategy
Direct Line Group



Jon Cawley
Head of Claims
Towergate Underwriting



Sara Ager
Director of Governance and Risk
Pen Underwriting

Session sponsors:



Exhibitors:



Overview

Transforming claims to meet the challenges of a rapidly evolving industry

Developing an effective claims strategy has been made more complex as disruptive forces reshape the insurance industry, leaving many traditional approaches to claims strategy and operations obsolete.

The drivers of change are well established – the relentless rise of digital technology and data, the threat from customer focused new entrants, rising customer service expectations, a changing regulatory environment, and the continued downward pressure on costs.

As claims service increasingly becomes the key differentiator in a fiercely competitive insurance market, the challenge is to effectively respond to these changes and develop an effective claims strategy that meets changing customer expectations in the most efficient way – whilst simultaneously reducing the loss ratio.

This conference focuses on the strategic claims challenges of the next 3-5 years and how you can build agility into your claims operations *now* to deliver exceptional customer service experience, increase retention rates, drive profitability and create competitive advantage – *and* enable you to be ready for the next wave of change.

Key areas of focus for this year's event include:

- Delivering a truly customer-centric claims service that meets changing customer expectations
- Effective supply chain management to maintain standards of governance and improve the end user experience
- Achieving the twin goals of customer engagement and effective cost management

Programme

08:00 Registration, coffee and networking

09:00 KEYNOTE PRESENTATIONS

Combining operational efficiency, talent and technology to drive up profitability and claims service levels

- Identifying and exploiting how the claims function can significantly contribute to profitability
- Leveraging technology, processes and people to deliver operational efficiency
- Consistently re-evaluating claims to offer a customer centric brand
- Attracting and retaining claims leaders in the war for talent



Ian Thompson
Chief Claims Officer, ZIP/EMEA
Zurich Insurance

Developing operational leadership to deliver a customer focused service

- Where do you need to target resources and investment to enable transformational change to happen?
- Successfully managing costs to deliver a lean claims function
- Aligning operations across the supply and value chain to offer an effective claims service
- Leading diverse and multi-cultural teams in a truly global operation



Ingrid Woodward
Global Customer Operations
AIG

10:45 Registration, coffee and networking

Stream 1

Transforming claims operations

Achieving operational excellence to deliver a customer-centric claims service

Sponsored by:



CASE STUDY: Overcoming key operational challenges in delivering a customer focused claims experience

- Evaluating effectiveness of outsourcing as part of an enhanced claims experience
- Tackling organisational silos to reduce internal frictional costs within claims
- Is straight through claims processing either desirable or achievable?



Sarah Grayston
Claims Transformation Leader
UK Claims, RSA Group

Aligning people, processes and third party suppliers to deliver effective claims operations

- Aligning operations across a complex supply chain
- Selecting and monitoring customer facing third party suppliers that align with your claims brand
- How do we meet the FCA thematic review's challenges of effective conduct risk and demands for a customer centric approach to claims?



Wendy Foley
Claims & Operations Officer
UK & Ireland, AIG

Round table discussion

Stream 2

Creating a high performance claims culture

Changing culture, leadership and talent strategies to meet evolving customer expectations

Sponsored by:



CASE STUDY: Repositioning claims as the key determinant of business performance

- Overcoming the challenges of moving claims from a back office function to the centre of the business
- Managing accurate, consistent reserving with a downward pressure on the cost of claims
- Creating the right skills, competences and culture to deliver a customer focused claims service
- Blending new talent and new technology to drive up claims performance



Martin Ashfield
Property and Lifestyle Claims
Director, AXA Insurance

The impact of the changing digital customers' expectations on the claims strategy

- Delivering an effective multi-channel claims experience at the point of claim
- Re-evaluating customer service to ensure it matches the customer proposition
- Assessing the ROI of new claims channels to ensure they don't just add extra cost



Jon Cawley
Head of Claims
Towergate Underwriting

Round table discussion

Stream 3

London market claims

Modernising claims operations to deliver client service excellence

CASE STUDY: Improving claims communications and settlement times to improve claims performance for clients

- Leveraging data to improve decision making
- Working in partnership with the insured to provide true customer engagement
- Using new communication tools to measure client satisfaction



Sara Ager
Director of Governance and Risk, Pen Underwriting

Effectively managing an increasingly complex, international supply chain to improve claims service

- Evaluating and selecting third party input
- Technology's contribution to shortening the supply chain
- Collaboration: ensuring the supply chain works together to mitigate conduct risk

Round table discussion

Panel 1

Technology and claims

Using new technology to deliver operational efficiency and exceptional customer engagement

Sponsored by:  **GUIDEWIRE**

Technology is disrupting the industry and the pace of disruption will only quicken.

The challenge is to embrace new technology that both enriches the customer experience and reduces internal frictional costs. The panelists will address the practical challenges and the options to deliver operational success and greater customer engagement.

Topics to be discussed include:

- Addressing legacy systems that are still creating barriers to an enhanced claims experience
- Getting claims self-service right: what are the technological and operational obstacles?
- Leveraging new data sources to improve claims outcomes and achieve process efficiencies



Richard Davies
Global Fraud Control Officer
AXA Insurance



Neil Ashley
Head of Operational Management, Aviva



Polly Fishwick
Head of Strategic Change
Wesleyan Assurance Society



Chaired by:
Ayan Sarkar
Business Lead
Guidewire

Panel 2

Cost pressures and claims excellence

Overcoming the tensions between achieving cost efficiencies and delivering a personalised claims service

Sponsored by:  **MAJESCO**

The relentless pressure to drive down costs with automated processes and the industrialising of operations shows no sign of letting up anytime soon.

So how do you achieve efficiencies yet still match rising customer expectations on claims service? The panel will address the competing tensions of achieving effective cost management whilst also rising claims service levels.

Topics to be discussed include:

- What are the claims service functions which can best be automated?
- How do we allocate scarce operational resources to effectively handle complex and higher value claims?
- How do we effectively manage the multiple challenges of regulation, fraud and technology to deliver cost reductions?
- How can technology help manage the claims supply chain and improve efficiency?



Mark Revans
Customer Advocate
AXA Insurance plc



Andrew Walker
Head of Casualty Claims – EMEA, AIG



Jeremy Trott
Claims Operations Manager
Allianz

Panel 3

London market modernisation

Market modernisation as a driver for improving claims performance

London market modernisation is now in the execution phase: the funding is there, the technology exists and the governance framework is in place.

So what's next in the critical phases of discovery and implementation that will continue to give London the competitive edge?

The panel will explore the obstacles and opportunities of turning modernisation into a reality that delivers a truly client-centric claims service.

Topics to be discussed include:

- What are the immediate market priorities in developing an implementation plan?
- Will the ambitions of the London market TOM translate into faster and simpler claims processes?
- What will be the benefits for policy holders of direct access to central services?



Peter Mungeam
COO Client Services
AON Benfield Group



Neil Owen
Head of Claims – Reinsurance
Brit Insurance



Helen Dines
UK Claims Performance & Operations Leader
Marsh

Workshop 1

Claims service for 2020



In the future customer experience is going to be mobile, interactive and real time. A new generation of customers will continue to expect rising service levels and be rewarded for using the internet.

This workshop addresses the challenges of achieving new levels of service which respond to these trends, and developing innovative new products and a claims service to match.

- Using experiences from retail to develop innovative insurance product offerings and claims service
- Connecting with policyholder demographics : media choice, personal data tolerance and instant gratification
- The implications of unbundled insurance products and the claims service



Ibrahim Moghraby
Head of Claims Strategy and Customer Experience
Allianz Insurance

Round table discussion

Workshop 2

Aligning underwriting and claims to improve business performance

In too many companies, the claims and underwriting functions are still discreet, distinct and even divergent operations. Breaking down the barriers and aligning the two delivers better risk selection, reduces internal frictional costs and delivers increased profitability.

This workshop looks at how this can be achieved.

- Using claims data to inform pricing, forecasting and risk selection to better manage the underwriting footprint
- Analytics as an effective contributor to business rules driven underwriting
- Linking business processes and technology to deliver a cost effective claims strategy and improved combined loss ratios



Ian Thompson
Chief Claims Officer, ZIP/
EMEA, Zurich Insurance

Round table discussion

Workshop 3

Assessing the contribution of claims in the London market

To deliver genuine client engagement, the claims function needs to be offered pre-placement as part of the client facing, risk management insurance experience.

This workshop evaluates the positive contribution that claims makes to winning new business and delivering on client expectations – and the resources needed to achieve this.

- How do you effectively report claims performance?
- What's the critical data and how do you capture and use it?
- Claims technology, people and processes – how do you balance the three to positively contribute to your business growth?



Jonathan Haysom
Head of Specialty Property & Casualty Claims and Wordings, JLT Specialty Limited

Round table discussion

16.30 Closing panel discussion

The role of claims in achieving profitable growth

Our panelists will present their vision of the future insurance landscape, discuss the major issues facing claims and how to overcome the challenges ahead.

Topics to be discussed include:

- What does the future insurance landscape look like?
- Using claims technology, reserving strategies and data & analytics as effective tools to deliver improved operating expense ratios
- How can technology be a cost effective solution in a long supply chain with multiple suppliers?
- The opportunities to drive claims service to the next level



Steve Hall
Head of Claims Strategy
Direct Line Group



Tony Emms
UK Chief Claims Officer
Zurich Insurance



Hans Evers
Chief Operations Officer
Cigna Insurance Services (Europe) Limited

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How does 20% operations improvement in your claims operations sound? There are three ingredients to a well-oiled back office environment – Measurement, Management & Improvement. Forecasting and accurately scheduling the right number of employees is challenging as because it's hard to measure exactly how much work effort it takes to process a claim what the reopen rate is, and which employees are being productive (and which are not). As a result it's hard to empower employees to do more, to take ownership of their schedule, to have them aligned with corporate performance metrics and to measure the effectiveness of the training they take. NICE can help. The NICE Back Office Proficiency solution addresses these challenges by providing visibility into back office operations, such as: How much work effort it takes to complete a claim, productivity time and the quality of work. This in tune enables accurate forecasting and scheduling of the workforce. In addition, the NICE Proficiency Solution empowers employees to own their schedule in terms of viewing their performance & requesting schedule changes. Tasks & achievements are highlighted and employees are motivated to be aligned with corporate goals. **All this can save you 20% on your Back Office Operations. Sounds crazy?** Let us prove it to you. www.nice.com



RDT has been at the leading edge of general insurance software for 24 years. From the outset we have been pushing boundaries, producing industry disruptive solutions and investing in technology and people. We are fiercely proud of our approach and our achievements, but we are never satisfied. We constantly work on and improve our products and we are always seeking opportunities to accelerate our technology. Collaboration is one of our key principles and we work closely with our clients to create an infrastructure that's right for them. Digital technology is transforming the insurance industry and to stay competitive

insurers must adopt new techniques and practices – innovation has become a strategically essential target for every insurance provider. Anticipating, embracing and enabling change is what excites RDT. It's in our DNA to go the extra mile for our clients, defining tomorrow's challenges and tackling them before they become problems. Too many insurers are held back by outdated legacy systems, but at RDT we know that insurance can be managed better and sold better. It can be realigned and reconnected with the fast-paced world it lives in. RDT makes that connection, which is why our insurance administration package, Landscape, is the mostly widely used in the UK.

Exhibitors



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Xactware creates software solutions that make it easier and faster for insurance professionals to settle structural and contents property claims, providing desk and field-based teams with the tools and independently researched pricing data they need to succeed. On-demand BI solutions help clients understand the intricacies

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2 On receipt of your registration we will send you an email confirmation. If you have opted to pay by credit card a member of our team will call you.

3 Add the date to your diary. Closer to 3rd March 2016 we will send through a map & directions to the venue.

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