

Strategic Claims

2017

2nd March 2017 | Fenchurch Place | London

Delivering the strategic value of claims to drive up retention, increase profitability and create competitive advantage

BOOK TODAY

EARLY BOOKING RATE

£299+VAT

Price increases to

£499 + VAT on 3rd Feb 2017

Keynote speakers:



Kerry Chilvers
Brand Director
Direct Line
Group



David Williams
Technical
Director
AXA

Speakers include:



Harriet Parkinson
Head of Property
Claims
Hiscox



Vanessa Coulson
UK Digital Head of
Change
Aviva



Ian Thompson
Chief Claims Officer
Zurich



Kenny Leitch
Global Telematics
Director
RSA



Ashwin Mistry
Chairman
Brokerability Ltd



Andrew Bennett
Chief Executive
Coverbox Insure
Limited



Paula Homan
Claims Director
Homeserve



Martin Ashfield
Claims Technical
Director
AXA

Session sponsors:



Exhibitor:



Supported by:



Overview

The challenge of developing an effective claims strategy is becoming ever more complex – digital technologies and changing customer expectations have rapidly changed the insurance landscape whilst the pressure to reduce claims costs has intensified.

This year's conference focuses on the strategic claims challenges within general insurance over the next 3-5 years, and how you build agility into your claims operations in order to achieve operational efficiency and deliver the kind of customer experience that will increase your retention rates and drive competitive advantage.



Attend this event to:

- Transform your claims experience to meet rising customer expectations and drive retention
- Enable a culture of claims innovation that improves customer outcomes
- Balance the drive for efficiency with the need for investment in improving processes and claims service
- Leverage technology, data and analytics to improve the customer experience
- Placing claims at the heart of your customer centric business model



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Programme

08:00 Registration, coffee and networking

09:00 Chair's introduction and opening remarks

KEYNOTE PRESENTATIONS, DISCUSSION AND Q&A

CASE STUDY: **The role of claims in establishing an organisation's brand identity**

The claim is your key opportunity to establish and enhance brand identity, and drive customer retention. This is where your customers experience your service and ability to deliver on your promises: so it is critical to ensure a good experience from the outset. This presentation will explore how you leverage good, consistent claims service to differentiate in an industry where customers are increasingly price focused and fickle.

- Aligning the objectives of all departments to work towards the same end goal
- Aligning the message with the experience – ensuring you deliver the promised level of service at the point of claim
- Using claims to attract new customers and increase retention – and converting this into a positive brand identity
- Knowing what your customer really wants from you



Kerry Chilvers
Brand Director
Direct Line Group

Bringing underwriting and claims closer together to improve business performance

- Effectively using new data sources with predictive modelling and analytics to improve risk selection and reduce home claims
- Developing systems and processes that allows claims data to flow back to underwriters
- Creating transparency between departments
- Moving people around the business so they have a full understanding of how departments work



David Williams
Technical Director
AXA



10:45 Coffee & networking in the exhibition area

11.15 *Streams*

Delegates select one of the following four streams

Each session features case study presentations followed by round table

STREAM 1

Claims operations

Creating a customer focused claims culture that improves the customer experience

- Engaging employees to deliver an exceptional claims experience
- Moving from 'what' you do to 'how' you do it
- Aligning KPIs and reward metrics around customer outcomes and experience



Martin Ashfield
Claims Technical Director
AXA

Claims innovation: delivering an efficient and effective claims operating model

- Ensuring all areas of the business are integrated and working towards the same end goal
- Tackling self-service within claims
- Successfully automating claims functions to achieve efficiency without compromising service
- Modernising IT operations to become more customer centric
- Keeping pace with the rapid increase in customer expectations



David Clamp
Former Head of IT
Hiscox



Harriet Parkinson
Head of Property Claims
Hiscox

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STREAM 2

Motor claims

CASE STUDY: Transforming the motor claims experience to improve retention and efficiency

- Ensuring customers are at the heart of the claims process
- Creating a transparent and omni-channel claims service
- Effectively managing third parties to ensure they deliver high service standards
- Leveraging claims to drive up retention on renewal
- How will the government consultation on whiplash impact the industry?

CASE STUDY: Using claims to drive up customer engagement

- The principles of a good claims journey
- Maintaining communications throughout the claims process
- Leveraging social media to engage with customers during and after the claim
- Measuring how claims is driving up engagement and retention rates
- Lessons and best practice that can be transferred to the motor sector



Helene Gullen
Head of Customer Experience
Unum Ltd

Each session is followed by a round table

discussions allowing you to benchmark and discuss key issues with your peers.

STREAM 3

Home claims

Digitising the claims process to improve the claims experience and reduce frictional costs

- Leveraging digital technology to innovate claims processes
- Using technology such as connected devices to seamlessly link up each stage of the claims process
- Enabling customers to take control of the claims process through digital and self-service
- Reaping the benefits of partnerships with technology companies that enable you to leverage customer engagement within the claims process

Developing a customer centric claims function to drive up service and improve efficiency

- Mapping the home claims journey to understand where processes need improving
- Putting the customer first and personalising their experience through enhanced and timely communications
- Overcoming the challenges of enabling self-serve technology
- Engaging your people to deliver an 'authentic' claims service
- New ways of measuring the success of your strategy



Lily Monk
Director, Household Claims
Direct Line Group

STREAM 4

Commercial claims

Balancing the drive to achieve efficiencies with pressure to improve claims service

- Mapping the customer journey to identify both efficiencies and ways to improve service
- Using existing data sets to run claims scenarios and put plans in place
- Allocating resources effectively to ensure a swift claims resolution
- Leveraging CRM and claims technologies to improve efficiency and service

What commercial clients want from their policies and expect during a claim

- Top 5 issues clients have when involved in a claim
- Ensuring everyone involved in a claim has details of the case
- Driving consistency to improve the customer experience
- Communicating effectively to drive up customer confidence and engagement



Ashwin Mistry
Chairman
Brokerbility

13.00 *Lunch*

able discussion and feedback

14.00 Panels

Delegates choose from one of the following four panel discussions
Each panel discussion features brief presentations followed by audience

PANEL 1

Core claims systems

As technology and 'digital' continue to drive rapid change, the question of what you do with claims legacy systems becomes ever more critical. This panel examines the options, evaluates different approaches and aims to agree best practice for core system modernisation.

Topics to be discussed include:

- Integrating technology in core claims systems to improve efficiency and provide benefits for both customer and insurer
- Developing new business processes through data and analytics
- The importance of implementing supporting infrastructure when modernising legacy systems
- Creating a culture that enables innovation to drive the claims process
- Why is it necessary to modernise legacy systems? What problem are we solving?



Stephen Hall
Head of Claims Strategy
Direct Line



Gary Lobb
Claims and Insurance Services Director
4th Dimension



Sarah Grayston
Head of Claims Transformation
RSA

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PANEL 2

Increasing costs of the motor supply chain

Manufacturers' increased adoption of technology in all categories of vehicle components has pushed up the costs of claims, whilst at the same time the drive for efficiencies has intensified.

This panel discussion will explore the implications for supply chain management, loss ratios, premiums and smaller players within the global motor market.

Topics to be discussed include:

- Dealing with increasing claims cost and repair complexity
- Maintaining low premiums for customers while motor repair costs go up
- Increasing supply chain performance in motor claims
- Effectively integrating third party suppliers into the motor claims supply chain to reduce frictional costs



Clare Davies
Senior Supply Chain Manager, Head of Personal Broker & Partner Operations
AXA



Christian Hanesch
Strategy & Analytics Claims / Aftersales
Allianz Global Automotive



Peter Smith
Claims Director
ERS

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Each session is followed by a round

PANEL 3

Transforming home claims

Customers now expect a more tailored claims experience, digitally enabled and fast.

This session will explore the challenge of delivering an omni-channel claims journey without increasing the cost base.

Topics to be covered include:

- Enabling new technology such as infrared to improve the efficiency and speed of the home claims process
- Enabling self-servicing to drive up engagement
- Delivering effective communications throughout the process
- The impact of connected homes on claims and risk prevention



Paula Homan
Director of Claims
Homeserve



Harriet Parkinson
Head of Property Claims
Hiscox

PANEL 4

Driving up commercial claims service levels

SME clients are looking for more sophisticated, complex products to meet their needs, and a claims service that delivers quickly.

Our panel of experts will present their vision of how commercial claims needs to change to meet client expectations and the practicalities of achieving this.

Topics to be discussed include:

- Using real time visual communication to handle claims more effectively and accurately
- Achieving quicker response times
- Ensuring consistency throughout the customer experience to drive retention and business performance



Garry Simmons
Head of HNW & Commercial Claims
Covea



James Gilmour
Head of Claims
Simply Business



Rob Smart
Head of Commercial Claims
Direct Line Group

15.00 *Coffee*

15.20 Workshops

Delegates choose from one of the following four workshops
Each workshop features a presentation followed by round table discussion

WORKSHOP 1

Digital claims transformation

With the smart phone now ubiquitous the imperative to leverage all digital channels has never been clearer.

How can we engage with customers through digital channels to improve the claims process? And how do we measure success?

Leveraging digital to improve claims processes and customer service

- Finding the balance between digital efficiency and delivering a personal omni channel experience
- Is technology and digital driving change or enabling it?
- Achieving digital transformation while keeping costs at a minimum
- Measuring the success of digital transformation in claims



Vanessa Coulson
UK Digital Head of Change
Aviva

WORKSHOP 2

Detecting and managing fraud during the claims process

With technology enabling progress in other areas of the claims process, how can we use new technology to detect and prevent fraud?

This workshop will look at the possibilities, opportunities and limitations of technology, data & analytics, and the role they play in the prevention of fraud.

CASE STUDY: Reducing Motor Fraud

- What is the role of analytics in the prevention of fraud?
- Empowering employees to know when to investigate a claim for fraud
- Educating customers on motor fraud
- What steps can customers take to prevent becoming a victim of fraud?
- Will the governments consultation on whiplash improve fraud rates or open a new can of worms?



Richard Davies
Global Fraud Control Officer
AXA

Each session is followed by a round table discussion

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WORKSHOP 3

Connected homes & the impact on claims

The foundations for smart homes are already laid and the next wave of technology is already being fitted. This will have a profound impact on the value and volume of claims being managed.

This workshop will explore the opportunities that connected homes provide for insurers and the implications for claims departments.

Successfully using smart technology to prevent claims and improve customer experience

- What does the connected home of the near future look like?
- What will be the impact on operations and strategy as we move from claims handling to risk reduction through smart devices
- How will claims need to respond to be relevant in this new world?
- Key criteria for leveraging the smart data to transform the claims service



Kenny Leitch
Global Telematics Director
RSA

WORKSHOP 4

Talent management

As new markets such as cyber and intellectual property open up, and claims continues to strive towards being more customer centric and innovative, the talent and skills required to compete will also need to change.

This workshop will explore how we can attract new talent, re-assess the skill requirements and empower workers to provide the level of customer service this new landscape demands of them.

Empowering the workforce to deliver a good claims experience

- Establishing how technology has shifted the role of the claims professional
- Assigning claims to the appropriate adjusters through automation
- Achieving an interactive relationship between consumer and insurer
- Overcoming the talent gap



Ian M Thompson
Chief Claims Officer
Zurich

Round table discussion and feedback

16.30 *Closing Panel Discussion*

Driving up competitive advantage through claims

Creating a high performance claims culture to win the battle for customer engagement

Customer's expectations have changed – they now demand the same high levels of customer service that they have experienced through brands such as Amazon, John Lewis and Virgin.

Customer experience has become the battleground of competitive advantage throughout the insurance industry. To win, insurers must balance investment in the claims experience with achieving efficiency and low loss ratios.

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 will include:

- Using technology as an enabler in a cost effective way
- Identifying and analysing what the customer wants before putting change programmes into place
- Using data to segment, automate the process and reduce fraud
- Transforming the recruitment and training processes to empower employees to provide the right level of customer service



Andrew Bennett
Chief Executive
Coverbox Insure Limited



Rhys Dudding
Global Life Chief Claims Officer
Zurich

17.10 Drinks reception

Session sponsors:



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Exhibitor:



DOCOSoft is an innovative developer of technology solutions for the global insurance and financial services markets. With over 15 years' experience, the company's pedigree is well established in the UK and our software is widely used in the London Insurance market, where we provide highly-effective Claims, Document Management and connectivity solutions.

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- Strategic Claims 2017 2nd March 2017
- TINtech 2017 15th June 2017
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Why attend:

We stick to a number of 'golden rules' that enable you to maximize value from our events and ensure you gain key insights from other members of the audience *as well as* the presenters:

1 Only director level delegates in the audience

No suppliers or junior managers can attend as delegates to ensure you discuss and benchmark with your peers. Suppliers can only attend if they are sponsoring or exhibiting

2 Interactive format

By including dedicated time for discussion, reflection and benchmarking, you can pick up invaluable learnings and practical techniques from your peers

3 No press, no transcripts – just honest, open discussion

Speakers will 'water down' their presentations if they know there are press in the audience – that's why we are independent from any publication, have no press in the audience and take no transcripts

BOOK TODAY early booking rate **£299+VAT** Price increases to £499 + VAT on 3rd Feb 2017

Booking Options



Practitioners (Actively working for an insurer, broker or loss/claims adjuster. No suppliers please*)

Early booking rate: £299 + VAT (Price increases to £499 + VAT on 3rd Feb 2017)

Member rate & membership

Membership: Join The Insurance Network for the annual rate of £999 + VAT and attend all the conferences and events for FREE

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

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on 3rd Feb 2017

How to register..

- 1 Select your booking option & choose one of 3 easy ways to register



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info@the-insurance-network.co.uk



020 7079 0270

- 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 Please add the date to your diary. Closer to 2nd March 2017 we will send through a map & directions to the venue.

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