

Work Like Tomorrow.™

Streamline the Insurance Application Process and Win Policyholders

Elevate the new business experience to establish loyalty.

KOFAX



Contents

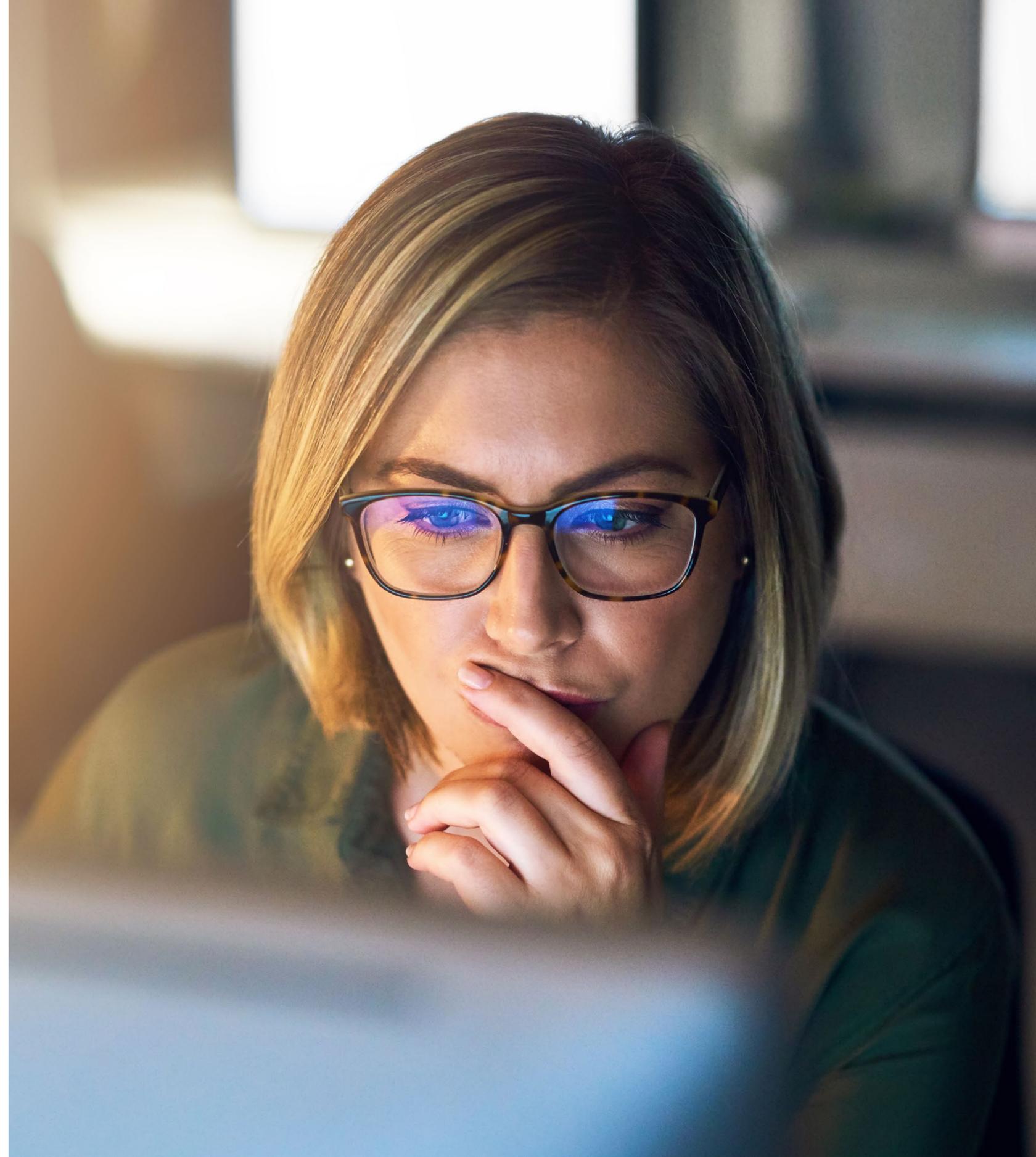
Applicant Onboarding Is a Make-or-Break Opportunity	3
7 Questions to Assess Your Applicant Onboarding Process	10
Onboarding Capabilities Insurers Need to Stay Competitive	11
Summary.....	17

Applicant Onboarding Is a Make-or-Break Opportunity

Although the technology necessary to accomplish effective onboarding has changed over time, the fundamental premise remains unchanged: make the process as intuitive and easy for potential new customers as possible. This has been true of applicant onboarding long before the advent of digitization; information simply moves much faster now.

But, whether signing on parchment with a quill pen or using a digital stylus and tablet, the risk of process abandonment is at its highest when completing and submitting a new business application. More and more, insurers are realizing they must make it a priority to review and transform onboarding processes to attract and keep policyholders.

Fortunately, intelligent automation has emerged as a way for insurers to reimagine customer journeys, enhance operations and deliver the personalized experiences applicants and policyholders expect.





For P&C and Life insurers, new business is a critical process that directly affects applicant satisfaction and, therefore, revenue. Providing a seamless and easy onboarding and underwriting experience improves placement rates, because you'll be using best practices to minimize application abandonment. When you provide frictionless processes to policyholders, they have more motivation to stay—improving your persistency rates.

Converging influences are driving insurers to digitally transform new business with intelligent automation technologies:

- Applicants expect seamless onboarding across all methods of engagement
- The insurance industry is becoming increasingly commoditized; quality of service has never been more important to attract and retain policyholders
- Insurers who provide a better digital experience for their customers pose a competitive threat

Applicants Expect Seamless Onboarding Across All Touch Points

It's not enough to simply offer a mobile app anymore. Customers now expect apps to be preloaded with real-time information that's relevant to them. They also want to be able to switch from one channel to another without interrupting a given process. These nuances in applicant experience are what differentiate insurance leaders from insurance laggards.

The Insurance Industry Is Becoming Increasingly Commoditized

As the availability of information online has increased, insurance products, policies and pricing have become broadly equivalent. With few differentiators to consider, customers must weigh other factors, and convenience and ease-of-use are high on the list.



Technically Adept Insurers Present a Competitive Threat

While pressure from policyholders and applicants is reason enough to take a closer look at your new business process, it's critical to remember that others are also aggressively pursuing applicants with streamlined onboarding and underwriting that starts digital and stays digital, from end to end.

“Insurance companies are realizing that customer experience is substantially more important than product for sustainable, profitable growth.”²

² The Insurance CIO's Guide to Building an Agile Communications Strategy—Oracle

Traditional Distribution

Your competitors are also witnessing the rise of intelligent automation. It's likely they've made it a priority to deliver a new business experience that customers will find frictionless and helpful. Avoid the mistakes they may be making by identifying a lasting solution that has the flexibility and power to scale and adapt as needed.

Established insurers face many challenges when it comes to digitization. Legacy systems have been patched together over years or decades, and digital transformation may require significant effort. However, your competitors' digital plans may be closer to completion than you know, so it's prudent to prioritize new business as a key digital investment.



Non-Traditional Distribution

With the growth of big data, companies that historically haven't offered insurance products are now inspired to expand their reach, leveraging their deep customer insight.

In addition to established companies looking to expand into the insurance business, there are new companies rapidly springing up that are technologically nimble enough to offer products and customer experiences with which many established insurers can't compete. These include technology companies, non-banking financial institutions and others now being introduced as viable customer options.

Digital Convenience Satisfies Applicants

Applicants become frustrated when your onboarding process is too cumbersome, particularly when measured against the streamlined digital experiences they encounter in other areas of their lives. When applicants perceive onboarding and underwriting hurdles as being too high, they may postpone or abandon the process altogether, possibly choosing a competitor instead.

When planning your implementation of intelligent automation solutions, remember that insurers can only deliver the speed and visibility applicants and the insured demand with an end-to-end solution that automates beyond the first moments of onboarding. Underwriting and claims processing, as well as loan servicing, operations and customer communications, should be part of any complete digital transformation.

Relevant Products and Options

Applicants hope to identify the best insurance options available to them during the new business process, and only a digital process has the flexibility to truly custom-select offers that are contextually relevant to the applicant.

Easily Supplied Supporting Documents

When applicants submit supporting documentation, they want to be able to do it easily—from their mobile devices. And, when additional information is required, they want to be able to supply that information via their preferred channels as well.



Applicant Onboarding Visibility

Throughout the end-to-end process, applicants now expect visibility into the status of their application and any details relevant to it. Visibility should also be actionable, presenting applicants with options relevant to that stage or moment of onboarding. Visibility should continue through underwriting until the policy is paid for and put in force.

Enter Information Only Once

One indicator of an outdated new business process is when applicants are asked to repeatedly provide the same information. Intelligent onboarding solutions will capture an applicant's information or look up existing insureds information in the system once and populate it to all channels, often updated in real time.

Paperless Simplicity

Burdening applicants with paper-based tasks is also quickly becoming outdated. The convenience of electronic signature technology benefits applicants and compliance officers alike, since details of digital tasks can be fully captured and audited. Paperless processing is necessary, not only to deliver a modern experience to policyholders, but to compete against insurers who offer more refined digital experiences.

Quick Response Times

A key benefit of intelligent automation is speed. Compared with the near-instantaneous digital transactions consumers encounter in their day-to-day lives, delays in insurer response times can be a key source of frustration. In the age of "now," when applicants are forced to wait for updates and feedback, slow response times look all the more conspicuous. Note that to truly deliver a swift, seamless experience, insurers shouldn't ignore automation of back office underwriting processes, as well as customer communications.



7 Questions to Assess Your Applicant Onboarding Process

Often, insurers don't know where to start when it comes to gauging their own onboarding capabilities. Eventually, every aspect of applicant interaction during the new business process will be reviewed. In the meantime, answering the following seven questions will help get you started:

- Is your applicant onboarding process automated and paperless?
- Do you have modern mobile capabilities, such as cognitive capture of documents, including ID capture and verification and facial recognition?
- Are applicants able to pause their onboarding process in one channel and continue in another?
- Do your existing systems of record work seamlessly with one another?
- Are your placement ratings where you want them to be?
- Are you meeting your SLAs?
- Do applicants have to call or speak to an agent to learn the status of their application process?

If you answered "no" to any of the above questions, you may be falling behind in terms of your ability to easily advance applicants through the onboarding and underwriting process.



“Insurers that create superior value stand out in three broad areas, helping them keep up with evolving customer expectations and stay a step ahead of insurgents.

They excel in their core business . . .

They go beyond insurance . . .

They make innovation a priority.”

- Customers Know What They Want. Are Insurers Listening? Bain, 2018



Onboarding Capabilities Insurers Need to Stay Competitive

Streamlined applicant onboarding closes business faster and increases customer satisfaction, but it's only possible when supported by the right intelligent automation solution. Insurers need an integrated platform approach that delivers the following capabilities:

Multi-Channel Policyholder Convenience

Policyholders expect the anywhere-anytime convenience of multiple channels. Having the option to successfully transact with insurers, whether in-person, over the phone or via a mobile app—while deriving consistent results from each interaction—sets leading onboarding or new business solutions apart. Policyholders expect multichannel experiences to be:

- **Seamless** – policyholders must be able to start the process in one channel and continue in another
- **Consistent** – applicant onboarding is where policyholders get their initial impressions of the type of customer service they can expect. Each channel must use one version of the truth, delivered in a way that is most appropriate for that specific channel

- **Efficient** – applicants who are frustrated by processes that require them to enter the same information multiple times are more likely to leave for a competitor
- **Paperless** – applicants aren't interrupted or hindered by paper-based or manual tasks; onboarding is digitized, end to end
- **Transparent** – applicants/insured are able to see the status of the application process



“Customers want searchable documents that are easy to navigate and responsive to whatever device they happen to be using, including smartphones and tablets.”

- The Insurance CIO's Guide to Building an Agile Communications Strategy-Oracle

Enhanced Visibility

Applicants should be able to check application status at any time. In addition to speed, digital processes deliver a level of visibility that simply isn't possible with manual or paper-based processes. Digitization allows for data accuracy and depth, vastly increasing insurers' insight and monitoring capabilities.

Case-Level Visibility

When properly implemented, digital processes result in "one version of the truth." This is a critical differentiator compared to manual processes, which often show inconsistencies between information housed in different organizational silos.

This centralized accuracy enables new business associates to collaborate across the organization. Accurate digital processes empower your organization with:

- Better decision-making
- Better policyholder offers
- Shared access to relevant policyholder data





Process-Level Visibility

Digital processes excel at capturing the finest of details with unparalleled accuracy. Zooming out from the case-level view, digital onboarding also affords you wide visibility into all of your new business processes. From this vantage point, you are able to identify gaps or anomalies in processes so they can be addressed quickly.

Some examples of the goals you can achieve with process-level visibility:

- **Review** the new business process from start to finish
- **Examine** the flow of cases throughout the work process
- Drill down and take action to **enhance** the customer experience and improve operational efficiency
- **Uncover** and fix bottlenecks
- **Discover** exceptional pathways

All-Digital Efficiency

As long as portions of your new business process are paper-based, you risk losing competitive footing to organizations that provide all-digital experiences. Digitizing processes gives you the ability to guide agents, customer service representatives and self-service customers through relevant offers, speeding processing and helping you close more business.

Flexible Deployment, Easy Integration

When streamlining your new business process, make sure the solution you pursue offers multiple options for deployment, including cloud offerings as well as true on-premises deployment that doesn't require an open pipe going back out to the internet.

And, modern digitization solutions won't require you to "rip and replace" your legacy systems. Rather, platform-based intelligent automation solutions work with your legacy and underwriting systems to fill gaps and enhance capabilities and increase proficiency.





Robotic Process Automation

Because third-party data—such as credit reports and driving and medical histories—is often needed during the new business process, it's important to note the savings in time and manual effort that can be gained from using robotic process automation (RPA).

As the word “robotic” implies, RPA uses intelligent software robots to automatically connect to external sources and extract third-party data. RPA then returns that captured data and inserts it into the appropriate places in the new business process. This delivers an enormous time and cost savings versus having employees manually look up the external data and copy and paste it into your systems.

Digital Onboarding Is Better for Insurers and Policyholders

By achieving a flawless, multi-channel onboarding process, insurers are able to:

- Improve the quality of applications submitted for underwriting
- Bolster client experience and placement ratios
- Reduce abandoned or withdrawn applications
- Minimize operational risk and improve compliance

How Will I Know If I've Got It Right?

In order to choose the best solution for applicant onboarding, it's important to know some of the signposts of leading platforms. Ideally, your applicant onboarding solution should:

- Simplify and automate data entry and document collection
- Intelligently capture, extract and reapply all information across the onboarding process
- Allow clients to select their channel of choice
- Provide visibility and control over the entire onboarding process, through analysis reports and dashboards



Digital Onboarding Is Better for Insurers and Policyholders

Insurers wishing to compete in a rapidly shifting marketplace must address new business as a top priority, both from the point of view of the insurer as well as the applicant.

- Accelerate onboarding and underwriting, reduce costly errors and improve competitive edge by digitally transforming processes
- Deliver multichannel convenience; applicants can start a process in one channel and continue in another
- Give applicants paperless freedom with electronic signatures and the ability to supply trailing documents via mobile
- Communicate with applicants consistently and in context across all channels; give them near real-time visibility into their application status

Are you ready to digitally transform your applicant onboarding process?

+1 (949) 727-1733

info@kofax.com

[LEARN MORE](#)



Work Like Tomorrow.™