Appian

Transforming Customer Service

USING THE POWERFUL COMBINATION OF A LOW-CODE PLATFORM AND RPA TO IMPROVE PRODUCTIVITY AND INCREASE EFFICIENCY

A global insurer that had grown through multiple company acquisitions needed a way to automate and streamline their business processes. Customer requests came through multiple channels—via a web portal, their call center, and paper documents received through the mail. They needed a way to digitize processes while accessing information from the legacy systems—but there were layers of complexity to solve this challenge.

With more than 8 books of business running on separate legacy systems, the amount of work done manually was simply overwhelming—and inhibiting their ability to provide the level of customer service demanded by today's consumer.

Ultimately, the organization needed to scale with either people or technology. Knowing that that any approach would have to support multiple processes to deliver against customer requests, technology provided a more viable expense model.

But, what was the answer? Was there a technology solution that would enable them to easily find – and then access—the information needed to manage customer requests from all of the siloed systems?

Yes. Leveraging the powerful combination of Appian and RPA, they were able build efficient and automated processes to manage the data - using RPA to integrate with legacy systems that offered no integration points and Appian to manage the end-to-end business processes. The end result is a single view of all relevant information, enabling their staff to quickly and accurately address all customer inquiries.

Customer requests policy change.

Appian technology manages the new business policy underwriting, asset management and payment processes, providing a seamless, modern, and easy experience.

Process + **Modern Experience** + **Analytics** + **Documents**

RPA technology eliminates costly and manual processing steps and time consuming integration by providing a scalable, accurate and secure digital workforce.

Digital Workforce

Key reasons for carriers to digitally transform:

All stakeholders need to make administration and service delivery a strategic focus, and fundamentally improve member and employer experience and the easy-to-deal-with category. This will expand satisfaction, confidence and informed action. **– The $500 trillion prize, EY**

Align costs to strategy: Differentiate the strategically-critical good costs from the non-essential bad costs. Identify the differentiated capabilities needed to get closer to customers and meet their expectations and then compare what you have with what you need. **– More for less: Five steps to strategic cost reduction, PwC**

Appian's technology aligns with the ever-changing needs of customers to enable growth and drive efficiency across the enterprise.

Financial services and insurance (FSI) firms are no longer willing to be held back by legacy technology, and the large-scale, rip-and-replace of complex core administration systems is not viable. Appian's enterprise platform scales for the smallest to the largest programs, enables rapid development of applications, and can be delivered on-premise or in the cloud.

What can Appian do for you?

- Quickly address priority projects via low-code application development
- Leverage existing IT investments by converging data from disparate systems into one view
- Build applications in weeks, not months—and deploy anywhere
- Enable an agile, contextual view of data from any source
- Foster IoT innovation and application by adopting an agile development methodology
- Deliver a connected experience for all users—both internal and external

Realize the benefits of Appian to transform your operations and build an intelligent customer engagement center. Learn more at: appian.com/insurance

Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation.

For more information, visit www.appian.com