appian

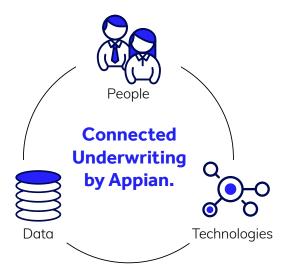## Appian for Life Insurance: Connected Underwriting

The life insurance underwriting process is a careful balance between speed and accuracy. If processes move too slowly, customers with a desirable risk level will go elsewhere. Making rash decisions, however, can result in putting unprofitable risk on the books.

Complicating matters even further is that inefficient, disparate legacy systems continue to impede speed and innovation, keeping life insurers from delivering the digital-first, connected underwriting experience today's customers expect. Insurers need a way to deliver an optimal customer experience while increasing their quote-to-bind ratio and automating submission handling and quote capacity.

Enable a more connected underwriting process.

What if relevant, real-time data were instantly available to those who need it, without having to manually search or access underlying datasets? What if you could improve risk assessment, streamline pricing and business acquisition, and reduce operational expenses and compliance risks, all while improving customer satisfaction?

The Appian Low-Code Platform delivers powerful policy underwriting and service operations capabilities that allow life insurers to significantly speed up quote-to-bind timing. Appian unifies disconnected datasets and existing internal and external systems, combining data across multiple channels with workflow to contextualize data and support efficient collaboration.

People

Connected Underwriting by Appian.

Data

Technologies

Accelerate the underwriting process.

Give your underwriters real-time access to the information they need to perform their jobs more efficiently. With all relevant quote data unified in a single 360-degree view, life underwriters can make more informed decisions.

With Appian, life insurers achieve the following benefits:

- Automate rules for qualifying quotes prior to sending them to underwriters and enable responsive design.

- Drive efficiency in core processes and enable faster, more accurate pricing.

- Create custom demand criteria for work prioritization.

- Automate measurement of fulfillment from end to end.

- Improve collaboration through alerts, workflow management, and co-work tasks.

- Personalize processes and business reports for immediate visibility with real-time, actionable analytics.

- Support an omni-channel strategy and keep your partners and customers up to date.

Modernize existing life insurance legacy systems and IT investments.

To achieve the agility and efficiency needed for the future, life insurers combine their existing legacy systems and IT investments with the Appian Low-Code Platform, creating a single, modern engagement layer. These insurers avoid costly "rip-and-replace" initiatives, minimize technical debt, and advance enterprise-wide orchestration to automate complex underwriting processes end to end.

Transform life insurance underwriting processes in weeks—not months.

The Appian Low-Code Platform does not require any data migration, so you can dramatically reduce your time and cost to implement a new connected policy underwriting solution.

In addition, the Appian platform allows you to quickly and easily integrate data from new sources, including insurtechs, IoT and wearables, and telematics.

Integrating these emerging technologies is becoming more and more important as demand for a connected underwriting experience increases and the race for optimizing big data intensifies. The insurers that will come out on top both now and in the future are the ones that realize the full power of data and stay agile as the market evolves.

Learn more at **appian.com/insurance**
Contact us at **info@appian.com**

Leaders in insurance trust Appian.