

Appian Connected Claims and Amazon Connect

Superior customer service starts here.

As insurtechs, non-traditional competitors, and digital disruptors continue to transform the insurance landscape, it has never been more important to deliver a seamless, digital-first customer experience, especially when it comes to handling claims. After all, 87% of policyholders say the claims experience directly impacts their decision to remain with their insurance provider, according to a recent [EY global insurance survey](#).

But how can insurers deliver a superior customer experience when it matters most while managing costs and avoiding costly rip-and-replace initiatives?

Better customer service is a business imperative.

The answer: by pairing the power of Amazon Connect, an easy-to-use omnichannel cloud contact center, with Appian Connected Claims to deliver intelligent, connected claims management. By leveraging these powerful technologies, insurers can unlock a single 360-degree view of claims from all CRMs and legacy systems, no data migration needed.

Built on the Appian Low-Code Automation Platform, Appian Connected Claims offers a direct integration with Amazon Connect, making it easy to set up, configure, and manage your day-to-day claims operations to facilitate streamlined communications and a seamless customer experience.

By enabling a unified customer view, claims teams can quickly view the data they need and reduce the amount of time spent toggling between screens or logging into legacy systems. This, in turn, frees up staff to focus instead on high-value tasks and building customer relationships to drive loyalty.

Delight your customers and optimize claims handling.

With Appian Connected Claims and Amazon Connect, insurers can achieve the following:

- **Unify customer data without migration.** Gain full visibility into the claims life cycle with a dashboard that connects existing claims and policy systems to enable more personalized customer service.
- **Deliver an omnichannel customer experience.** Offer a single unified contact center for voice, chat, and task management. Leverage high-quality audio capabilities, natural interactive voice response, and interactive chatbots to set your claims experience apart.
- **Streamline task management.** Easily prioritize, assign, and track all contact center tasks to completion and enable smarter decision-making using transcription's next best action functionality to ensure customer issues are resolved quickly and expedite time-to-close.
- **Dramatically reduce time and cost to implement.** Leverage the speed and power of the Appian Low-Code Automation Platform to stay agile. Make changes in minutes instead of months by using the intuitive UI of Amazon Connect to quickly create voice and chat contact flows or agent tasks.

A deeper look at Amazon Connect features.

Natural interactive voice response and chatbots

Make engagement fast and easy for your customers, and increase straight-through processing by boosting self-service rates.

Contact Lens for Amazon Connect

Better understand your customers in real time with full speech-to-text search, sentiment, trend analysis, and alerts.

Amazon Connect Voice ID

Use machine learning to provide real time caller authentication to make voice interactions faster and more secure during the claims process.

Amazon Connect Wisdom

Use machine learning to search across connected repositories based on phrases and questions exactly as the customer would ask them to quickly find answers.

Amazon Textract

Quickly extract printed text, handwriting, and data from any document using machine learning to accelerate claims (e.g., instantly read pharmacy scripts for car accident claims and feed info back to your legacy system).

Seamlessly connect to a world of innovation.

With Appian and Amazon Connect, you can easily scale your contact center to any size to meet unpredictable demand, including during high first notice of loss periods. The Appian platform and the Amazon Web Services (AWS) Cloud support unlimited users so insurers can roll out applications globally with confidence.

Furthermore, Appian applications and workflows work natively with an insurer's existing digital ecosystem and are compatible with hundreds of AWS services in key technology areas, including compute, storage, networking, database, analytics, application services, deployment, management, developer, mobile, IoT, AI, security, hybrid, enterprise applications, and more. Appian open APIs and out-of-the-box connectivity also make custom integrations easy —with little to no coding required.

To learn more about how to optimize claims and improve customer satisfaction using Appian Connected Claims, visit [AWS Marketplace](#).