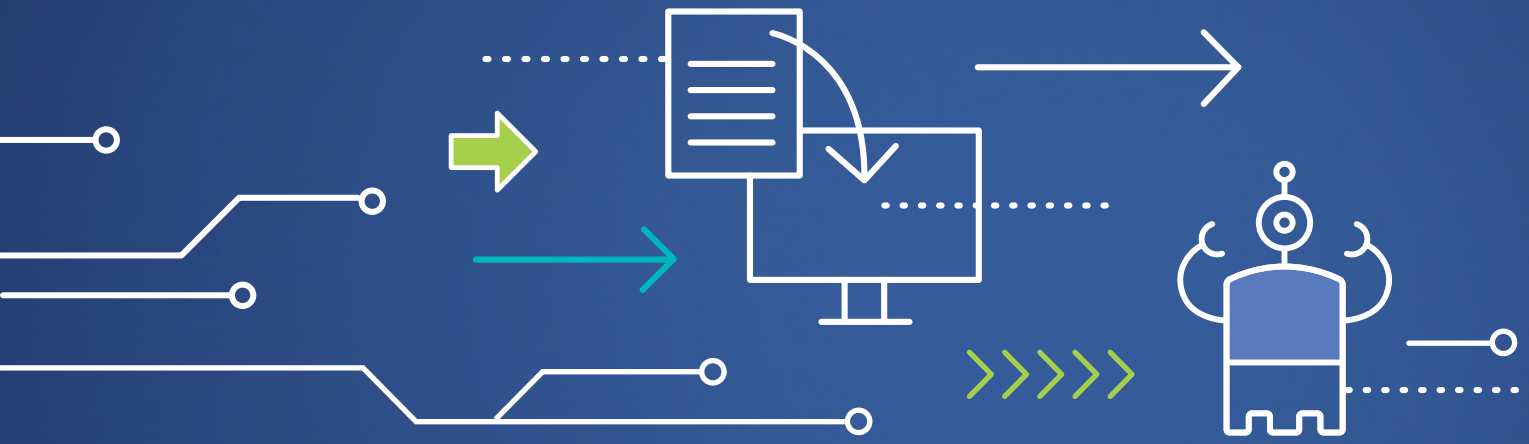
ReSourcePro®

Guide to Identifying Automation Opportunities

4 Key Steps for Furthering the Digital Transformation of Your Insurance Organization

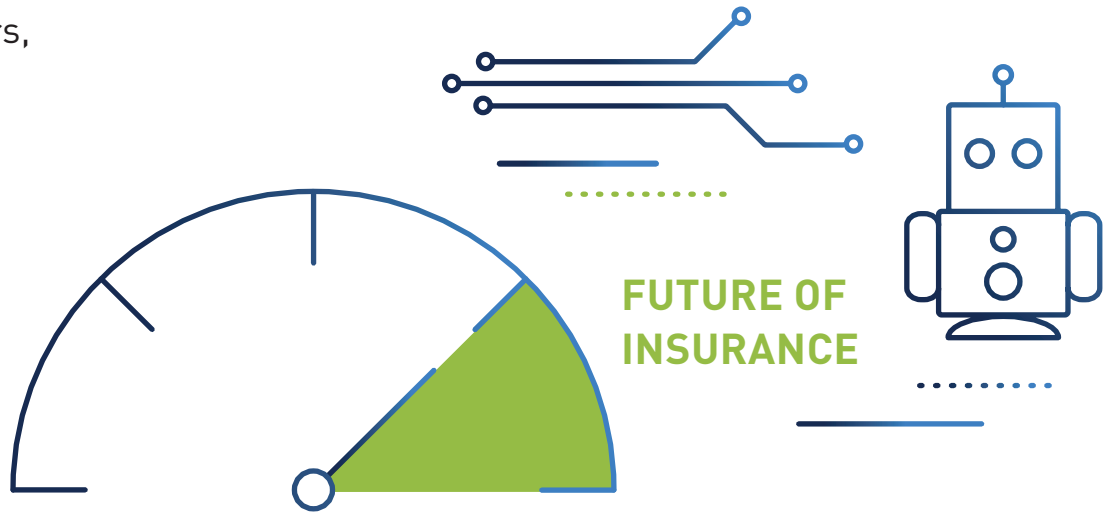


Ready to Accelerate Your Digital Transformation?

Robotic process automation (RPA) brings a host of benefits to every aspect of the insurance value chain, from underwriting to policy administration and claims.

By allowing bots to take over repetitive administrative tasks, insurance organizations can not only drive faster service for their customers, but elevate staff to perform higher level, more engaging work, creating additional value for everyone involved.

But how do you get started with automation? And what steps should you expect to take along your first automation initiative?



1. Identify Tasks to Automate

There are likely countless processes throughout your organization that are ripe for automation. Virtually any task that is **repeatable, high-volume,** and **standardized**—or can be standardized—represents an opportunity.

The format of the input data is another important factor. If the above are true and the input data is standard and digital (like ACORD PDFs or Excel sheets), you may have a candidate for automation.

ADDITIONAL POSSIBILITIES INCLUDE PROCESSES THAT:

- ☐ Involve a high degree of manual overhead
- ☐ Are prone to manual errors
- ☐ Have clearly defined business rules
- ☐ Are relatively stable and mature (i.e. not expected to go through major change or redesign in the future, such as a system overhaul)
- ☐ Are centrally governed and consistently followed
- ☐ Are less complex in terms of the number of systems or databases involved (preferably <4) and number of steps involved

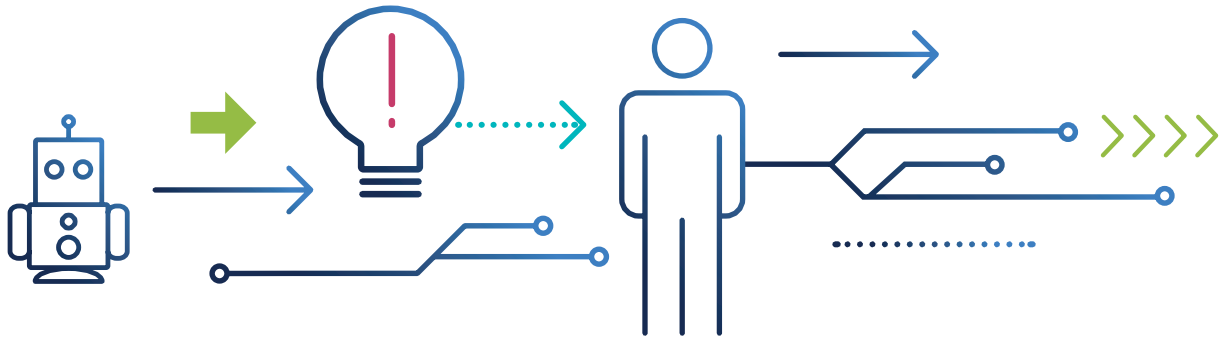
2. Rule Out Tasks with High Complexity

Identifying automation opportunities may sound simple, but deciding which opportunities to pursue can be a much more complex process.

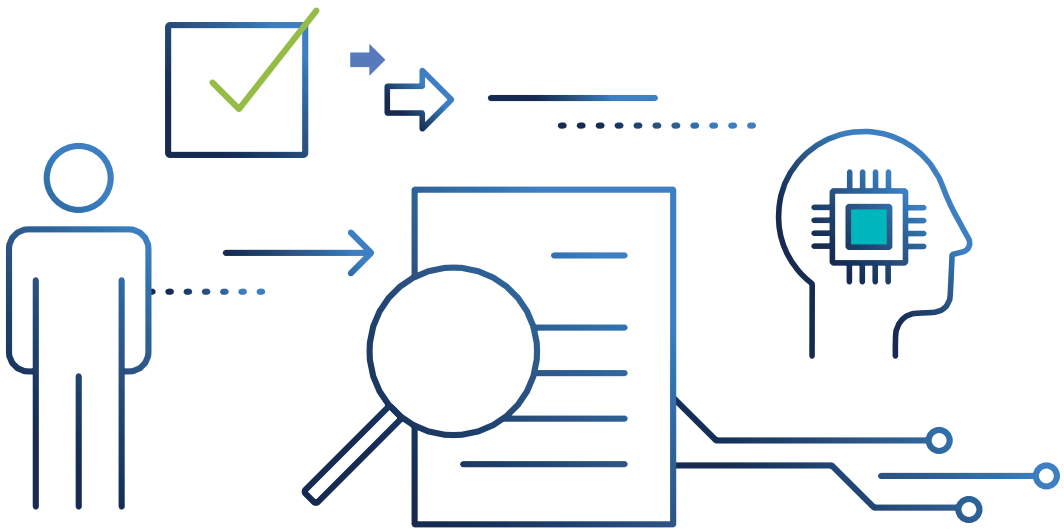
In some cases, this decision will depend on the **volume** of the task and how often exceptions, or errors, may emerge. Generally, high volume tasks are ideal for automation. But if automating a high-volume task yields 4 exceptions for every 10 repetitions, bots may not be the way to go. Keep in mind that even with automation, exceptions still occur, processes can change, and humans aren't off the hook.

Developing and maintaining bots is a significant, ongoing investment, and as such, it may be more cost effective for certain low volume tasks—such as those that occur only once per month—to be performed manually.

EVEN WITH AUTOMATION, EXCEPTIONS CAN STILL OCCUR, PROCESSES CAN CHANGE, AND HUMANS AREN'T OFF THE HOOK.



In other situations, bots simply aren't advanced enough to complete the given task. Although recent developments in AI and machine learning can handle some human-like reasoning, any process you wish to automate must be well standardized with clear and comprehensible steps.



IN PARING DOWN AUTOMATION OPPORTUNITIES, IT IS CRITICAL THAT YOU:

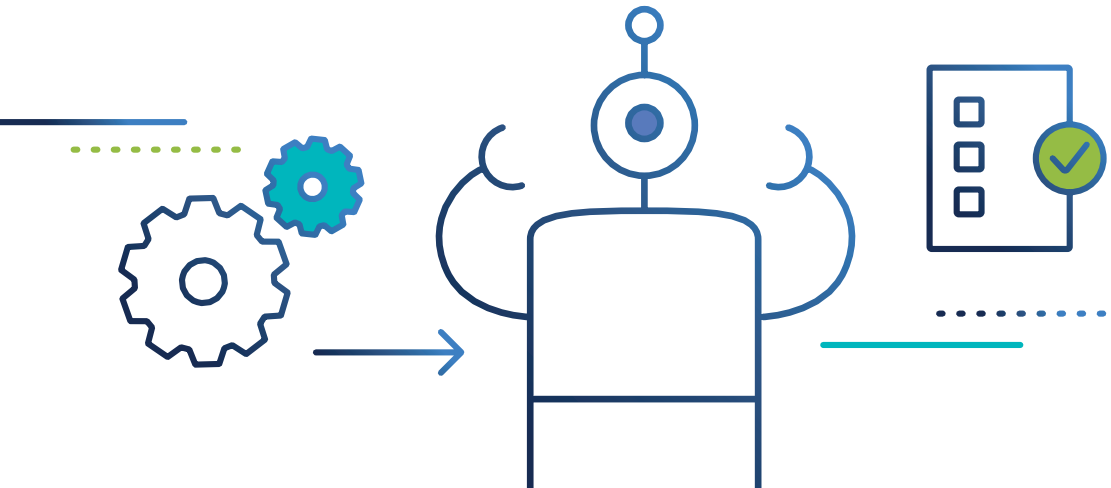
- Analyze whether automating the task is cost-effective based on the volume
- Identify which steps of the task are or can be standardized
- Determine how many of the steps do not require human judgement
- Identify the interactions needed with software or websites
- Understand the limitations of bots

3. Develop the Bots

Once you've identified a task you wish to automate, you must then standardize and streamline as many steps in the task as possible. Very few tasks can be automated 100%, so it is critical to determine which parts can be automated and which still need to be performed by a human. For this reason, it is often more effective to train insurance professionals to build and maintain robots than IT trade professionals.

Once your development team has mapped out the standard steps of the task, they will begin the process of building a bot—or multiple bots—capable of performing it. Depending on the complexity of the task, this could take **2-3 months**, but sometimes much longer, to complete.

IT IS OFTEN MORE EFFECTIVE TO TRAIN INSURANCE PROFESSIONALS TO BUILD AND MAINTAIN ROBOTS THAN IT PROFESSIONALS.



4. Deploy and Maintain

Once the bot is fully built and ready to be deployed, your journey isn't over. Staff often need to be trained to interact with bots, and the amount of training required can vary based on factors such as your team's comfort level with digital tools and whether the bot is **attended or unattended.**

In either case, a human-in-the-loop component is critical. This is especially important in insurance, as many factors outside your control (think state regulations or carrier websites) can create changes that disrupt a bot's designed process.

In addition, you will need to start assessing the bot's impact on your production systems. This includes establishing methods of monitoring, reporting, incident handling, robot governance, information security protocols, and more. These processes will ensure bots remain an efficient part of your operations and will need to be carried out on a regular basis.

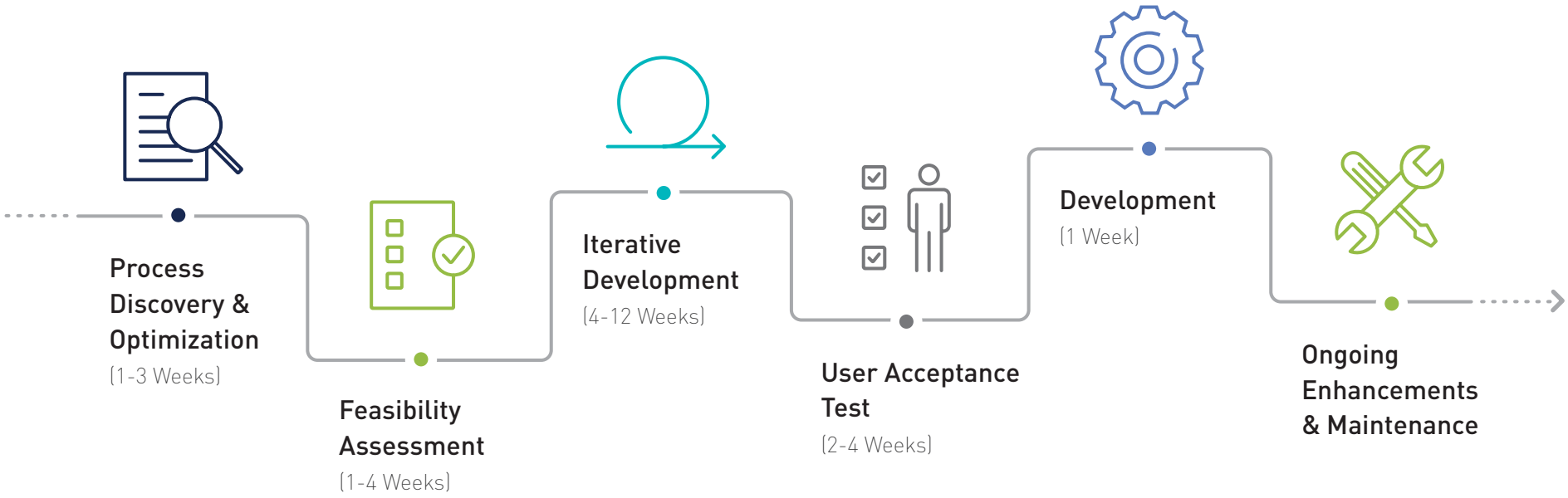
attended automation

requires human intervention to begin or complete the process

unattended automation

requires no human intervention. Bot can complete the process completely on its own

The Automation Journey Mapped

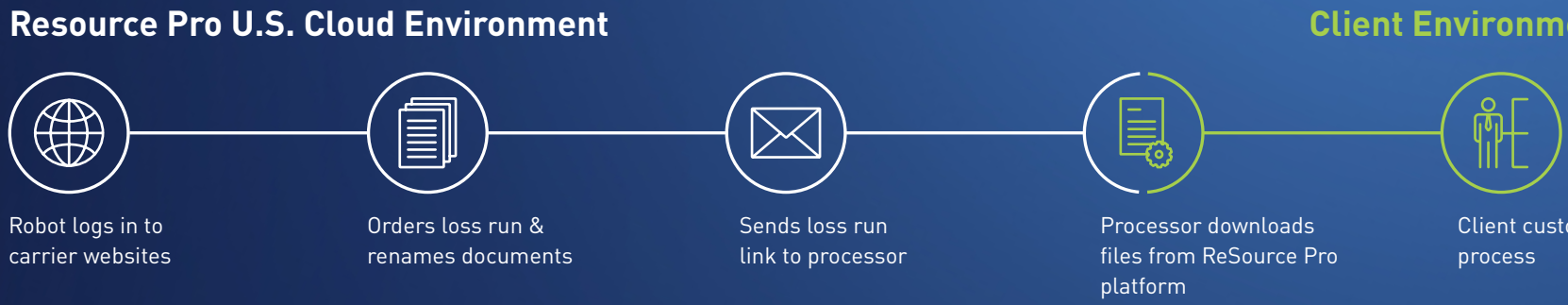


Use Case – RPA in an Insurance Agency

Document gathering is a common use case for automation, especially in insurance agencies. Agencies often need to download or file documents from carrier websites. For most agencies, this adds up to 2-3 documents per account, per month. And for larger agencies, the volume is even higher.

Rather than spend hours per month handling this process manually, an agency may seek to develop a bot that can do the job instead. The bot could log into the carrier's portal multiple times per day; search for documents; then download, name, and save them to a predefined location in the agency management or document system, or kick off another workflow.

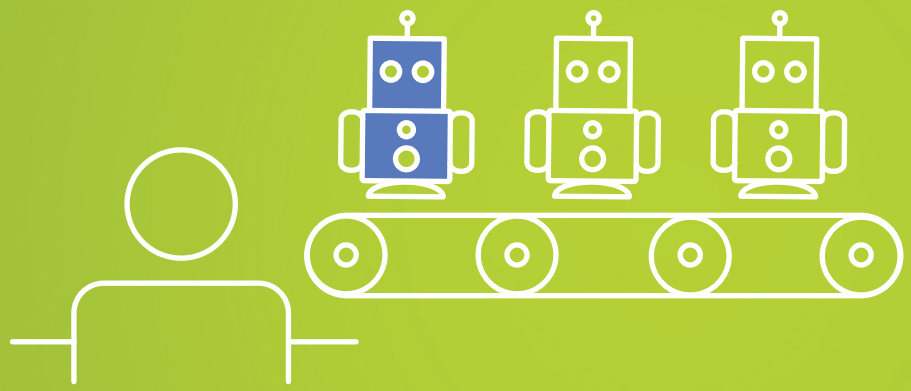
Other use cases for automation can be even simpler, such as employing a bot to remind agency clients to pay their invoices or address other time-sensitive documents on schedule. While small, these tasks can improve revenue.



Not Sure if You Can Build and Manage Bots In-House?

Between development, training, and maintenance, automation comes at a large cost. Achieving a positive ROI with automation can be difficult, particularly if you go it alone.

If your insurance organization is not prepared to take on the automation journey on its own, consider a partner that can handle every step of the process for you.



ReSource Pro focuses exclusively on the insurance space and has developed over 300 bots for its clients, eliminating thousands of hours in manual processing time.

- Processes identified and optimized for you
- No need for change management or staff training
- A process continuously monitored and validated by people

WANT TO LEARN MORE?

Juniper Wettengel, Director, Client Development
juniper@resourcepro.com

ReSourcePro
RETHINK OPERATIONS

ABOUT RESOURCE PRO

ReSource Pro brings to the insurance industry tools, technology and strategic services that enable profitable growth through operations excellence. Headquartered in New York, ReSource Pro's global service centers address client operational needs around the clock. Recognized as an industry thought leader and listed as one of Inc. 500/5000 Fastest Growing Private Companies annually since 2009, the company is renowned for its focus on innovation, service excellence and trusted partnerships, and its unique productivity platform for insurance operations. Over 5,000 ReSource Pro employees provide dedicated support to hundreds of insurance organizations, consistently achieving a 97% client retention rate for over a decade.

resourcepro.com/digital

EB.IAO.0421