**Claim Management Process**

**Client: Impakt Claims Management Company**

## Background

Impakt Claims is a UK Claims Management Company offering a one-stop shop for claiming back mis-sold financial products, services and flight delays.

Impakt aims to provide its customers with a simple, fast and reliable service.  Set up in March 2019, the business wanted an automated process for their incoming payday loans claims using the latest technology.  As a start-up, they were keen to keep their employee costs to a minimum.

## Challenges

Incoming PDL (payday loan) claims arrive via Impakt’s website and are delivered directly into their Bright Office Case Management System.

The company were using one to two full time employees, Monday to Friday, to process the incoming claims, email a letter of authority and once the signed LOA’s were returned send them onto the relevant pay day loan company.

## Proposed Solution

The Robocloud RPA (Robotic Process Automation) Service allows manual data processing tasks to be completed using a workforce of cloud-based digital software robots.  The robot functions 24/7, 365 days a year.

Robocloud is part of Cleardata UK Ltd and has a team of consultants able to provide business process automation services.  The company performed a discovery day with Impakt Claims to understand their existing data processing tasks.

Robocloud suggested automating their incoming claims process using their digital software robots.

## Benefits

### **Reduced Headcount**

Reduced headcount – The RPA automation has meant Impakt Claims have been able to hold off recruiting 1 – 2 additional staff.

### **Faster Claims Processing**

Incoming claims are recognised and processed immediately, which leads to an increased customer conversion rate of enquiries to claim applications.

### **Increased Customer Satisfaction**

Prospective clients instantly receive an email with a letter of authority for them to sign and return to get the claims process started straight away.

### **Data Validation**

The robots check the digital signature on the letters of authority is validated against the original enquiry.

### **Staff Satisfaction**

Staff have been freed up to work on value added claims handling activity. The repetitive nature of the processing tasks meant it was a tedious job to do. The team are now enjoying completing more interesting and enhanced skills based claims handling tasks, which will ultimately improve our staff retention.

## References

* <https://research.aimultiple.com/robotic-process-automation-use-cases/>
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* <https://robocloud.co.uk/case-study/automated-claims-processing-rpa-case-study/>