* **Background**

**Team responsibilities**

* **Indication planning**
* **Preparing justification package**
* **Handling objections**
* **20 number of objection received per month/year with (avg. time to respond y)**
* **States ask similar objections across LOB**
* **Repetition of similar objection across states LOB**

**DEVELOPED A objection management Tool**

**Objectives:**

* **Objection repository with minimal manual intervention**
* **Quick search historical objection to quickly respond**
* **Analyze historical pattern to avoid potential objection**
* **Quantify objection impacts**

**Summary: A LOB & Platform agnostic GUI to extract objections data directly from the LAN; developed using Python and hosted using VBA**

**Tool demo**

Background: Our team is primarily responsible for providing comprehensive support for the filing process, which includes creating, managing, and ensuring the approval of necessary filings with the Department of Insurance (DOI). A critical aspect of our role is **handling objections** raised during the filing process.

Over time, as our team handled a growing number of filings, we observed recurring themes in the objections across states & LOB. Recognizing these patterns provided us with an opportunity to further streamline our processes, enhance our response strategies, and ensure even greater consistency and accuracy.

we envisioned a solution that would not only organize and streamline objection management but also leverage historical data to inform our strategies. This vision led to the development of the Objection Management Tool, designed with key objectives in mind:

* **Centralized Knowledge Base:** Create a comprehensive repository of objections, easily accessible to all team members, fostering collaboration and knowledge sharing.
* **Efficient Search Capabilities:** Allow team members to quickly retrieve relevant past objections, ensuring that responses are timely and well-informed.
* **Pattern Recognition:** Enable the analysis of historical data to identify trends and anticipate potential objections, allowing us to be more proactive in our approach.
* **Strategic Insights:** Quantify the impact of objections to support data-driven decision-making and continuously improve our filing strategies.

**Phase 1: Laying the Foundation**

* **Standardizing Objection Responses (Objective: Objection Repository)**
  + Initially, our team was responding to objections through various channels, including email and different document formats. The first step in building the tool was to standardize these responses to allow for **automated data collection**. We designed a template that captured all essential information needed to identify each objection, ensuring minimal manual intervention in further steps. This standardized approach was crucial in laying the groundwork for a centralized, easily accessible database.
  + Objection response template - would serve as the backbone of our tool.

**Data Organization (Objective: Objection Repository)**

* We used Python to collate data directly from the LAN, ensuring accuracy and consistency in our records. The data was meticulously organized by Line of Business (LOB), state, and the SERFF path, with each objection stored in a separate row. This organization was key to creating a structured, comprehensive repository, making it easy for team members to trace and retrieve information as needed.

**Phase 2: Elevating Capabilities**

* **Anticipating Growth and Ensuring Easy Retrieval**
  + With our database in place, we recognized that it would grow over time as more objections were logged and addressed. To ensure that information remained easily retrievable, even as the database expanded, we needed a way to quickly locate relevant objections without sifting through vast amounts of data.

**Topic Classification (Objective: Trend Analysis)**  
To enhance our ability to manage objections, we introduced a topic classification system. This system categorizes objections by main themes and sub-themes. The main theme offers a broad classification, while the sub-theme provides a more detailed breakdown. This approach serves two key purposes:

1. It enables team members to quickly locate objections related to specific issues, leading to more efficient and targeted responses.
2. It helps us identify trends and recurring issues across states and LOBs, allowing us to anticipate and address potential objections proactively.

**Objection Search Tool ( Objective – easy retrieval)**  
As our database expanded, we needed a more efficient way to retrieve information. We developed the Objection Search Tool, which integrates the topic classification system and organizes objections by LOB, state, and other criteria. This user-friendly tool allows team members to find specific objections in seconds, ensuring swift and accurate responses.

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"Let me walk you through the tool to show you how it all comes together. From quickly retrieving past objections to analyzing trends, you’ll see how this tool transforms our day-to-day operations and sets us up for long-term success."

Demo Script :

I am working on a filing.

I will go & open the objection search tool & see if there are any objections.

Objection comes : i go to the tool. Search

Already support in other LOBs.

**Key Advantages**

* **Accurate & Complete Data**: Comprehensive record of team’s work.
* **Reduced Information Gaps**: All team members have access to the same data.
* **Leverage Approved Objections**: Reference previously approved objections for similar cases.
* **Standardized Responses**: Ensure consistent handling of recurring objections.
* **Quick Turnaround**: Faster response crafting and resolution.
* **Strategic Decision-Making**: Enhanced ability to identify trends and increase approval rates.
* **Future Objection Reduction**: Analyze historical objections to minimize future issues.
* **Time Savings**: Less time spent searching for objections.

Demo Page :

Features

 **SERFF Lookup**

 **Direct Objection Path**

 **Indexed Objection Questions**



Phase 2 :

Building on the solid foundation established in Phase 1, Phase 2 advances our efforts by focusing on impact assessment and visual representation, providing the leadership team with actionable insights and a comprehensive overview.

**Phase 2: Elevating Capabilities**

**Integrating Financial Metrics & Filing Status (Objective: Impact Assessment)**

* **Financial Metrics & Objection Status Integration:** Added financial metrics to the tool to assess the potential impact of each objection on our filings.
* **Objection Analysis & Filing Slides:**
* **Automated Deck Creation**: Implemented automated quarterly reporting to streamline data presentation and keep stakeholders informed with up-to-date information.
* **User Feedback and Enhancements:** Since the tool's launch last month, we have gathered user feedback from Phase 1 and made further enhancements to improve functionality and user experience.

**Process: Tool Development Journey**

**The Journey: Crafting the Tool**

We began this journey by focusing on the fundamentals. We identified the critical components that would serve as the backbone of our tool: response templates for consistency, a robust data export function, and financial metrics tracking to monitor the impact of our filings.

**Phase 1: Laying the Foundation**

* We started by organizing our data—categorizing it by Line of Business (LOB), state, and the SERFF path to make sure everything was easily traceable.
* We developed a system where objections were directly linked to their questions and responses, eliminating the previous guesswork.
* Additionally, we integrated financial metrics, enabling us to gauge the potential impact of objections on our filings, making our responses not only faster but smarter.

**Phase 2: Elevating Capabilities**

* As we moved forward, we introduced **topic classification**—a feature that allowed us to group objections by subject matter. This meant we could spot trends and recurring issues much earlier in the process.
* We then built an **Objection Search Tool**—a powerful feature that turned our vast database into an easily searchable resource, making it simple to find relevant information within seconds.
* Finally, we added **Objection Analysis Slides**—a visualization tool that converted raw data into actionable insights. These slides allowed us to present clear and compelling narratives to stakeholders, ensuring that every decision was informed by the best available data.

 "The Objection Management Tool delivers tangible business benefits. By maintaining accurate and complete data, it eliminates information silos and ensures that everyone on the team has the same level of insight."

 "We can now leverage previously approved objections as templates for new responses, ensuring consistency and reducing the time needed to craft replies."

 "The tool also standardizes our responses, which not only speeds up the resolution process but also enhances the quality and accuracy of our communications."

Tool Demonstration Narrative :

"Let me walk you through the tool to show you how it all comes together. From quickly retrieving past objections to analyzing trends, you’ll see how this tool transforms our day-to-day operations and sets us up for long-term success."