# Proposed Meeting Agenda

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| --- | --- | --- |
| **Topic** | **Who** | **Duration** |
| Introductions | Kajo | 5 |
| Insurance Industry Trends & Drivers and TAL’s Positive Business Outcomes | Ken / Kajo | 10 |
| TIBCO’s Capabilities & Case Studies | Tym / Kajo / Ken | 15 |
| Demo of Next Generation Claims Processing solution as seen by   * Customer (covering omni-channel experience, support for reflexive questions etc), * Claims Processor (cover auto-approval, integration with Fineos) * Claims Team / Operations Manager * Senior Manager / Exec | Tym / Anni (with help from Sumit & Akash) | 40 |
| The Tech behind the Demo   * Managing the Event Processing (Triage Engine) * Managing the business processes (Live Apps) * Managing the integrations (eg with Fineos) * Managing the visualisations & analytics * Building & managing the risk data science models | Tym (with help from Martyn, Sumit, Akash, Ashutosh) | 10 |
| Engagement Model, Next Steps & Wrap Up   * Using your data for POC | Ken / Kajo | 15 |
|  | **TOTAL** | **90** |

# TIBCO’s Capabilities & Case Studies Speaker notes

## Sara Insurance

Sara Insurance is a leading Italian insurance company founded in 1946 (much younger than tal founded at 1869!). They serve a customer base of more than **one million policyholders** and offer a range of insurance plans including **life, accidents, and sickness**.

With over 70 years in the industry, Sara became bogged down with an **aging, inflexible technology infrastructure** that was built over a long period of time and not optimized for the digital world.

It was not only costly to upkeep but made a variety of processes time consuming, which in turn **prevented them from scaling the business** and bringing new products to market quickly. It led to **frequent delays and service interruptions** as systems were maintained, and made it challenging to deliver new customer-centric services like mobile connectivity to policy information and support.

For the business to survive the new wave of digitally native insurance competitors, a **complete transformation** was necessary. Their mission became to **modernize into an agile, digital, competitive, IT-driven company with the customer at the center of everything**.

By adopting a new **cloud-native core platform**, Sara has been able to replace their outdated legacy system with one that is more flexible, adaptable, and less costly to maintain.

This new agility has created business value with a wide range of new customer services. For instance, by gathering a more complete picture of a policyholder’s habits and lifestyle, Sara can build **unique personalized plans that cater to their specific needs**, such as those who commute to work on bicycles rather than driving -- a major shift from the previous business model of one-size-fits-all policies, to one that is more customer-centric, diverse, and relevant.

Plus, **all information relating to a customer’s coverage is now unified for a seamless experience**: customers have access to all insurance policy information, agent information, and local Sara office info including third party maps integration, available online and through the Sara mobile app. Customers can make policy changes, record accidents, and utilize a whole range of customer services all from their fingertips.They even created an **Alexa skill** to provide policy insights.

The agility brought allows Sara to constantly adapt to evolving customer demands. With health coverage plans, they now offer a **complimentary Apple Watch which helps track a customer’s health profile and adapt coverage accordingly**, rewarding those with positive habits and creating more touchpoint opportunities with customers who fall behind.

Customers have a new sense of confidence and peace of mind that services will always work when needed, thanks to significantly improved system reliability that allows for frequent rollout of updates and new features without disrupting system uptime or causing delays.

**Time to market for new services and features has been accelerated**, from once per month to multiple per week, so customers always have access to the latest features and personalized policy offerings. **Sara’s operational costs were also reduced by 50%**, allowing the company to experiment with new product innovations, with less up-front investment, overhead, and risk.

**Working with TIBCO has empowered Sara with a platform that has transformed them from a legacy insurance company that reacted slowly to change, to a modern, digital data-driven insurance provider that can more quickly anticipate and satisfy customer demands.**

## Verisk

Verisk - like TAL - want to route claims efficiently into categories such as: pay, reject, and investigate (for suspicious claims).

In this video the claims assessor is using a TIBCO Spotfire dashboard to visually analyze the claims across the path of a hurricane in Florida. A logistic regression model is predicting the probability of claim anomaly/fraud. This scoring, assessment and routing of claims is done in real-time on an event stream.

Here we can see a group of claims in a single County. with the claim amounts represented by the size of the circle. The assessor can identify the anomalous claims from the logistic regression model as pink circles on the map chart.

Here the assessor is manually annotating and assign the claims for further investigation. The Spotfire application and machine learning model can be connected to a case management application, e.g. TIBCO Live Apps, to track the business process and outcome of the claims. This is what we’ll see later.

# Demo Flow

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| --- | --- | --- | --- |
| **Action** | **Show** | **Key Points to Make** | **Claim Status** |
| Setting the scene | Overview diagram | Start as end user, then move to claim assessor, then team manager and finally COO.  Take the sting out   * Not dedicated supplier of claims mgt - not constrained. Open vs packaged app. * Open innovation. Intelligent tech to build out the process that you want, not constrained by tech. * Don’t sell web authoring tools do web apps and reflexive forms |  |
| Sam begins her claim but stops before she uploads her payslip. | Mockups | This is a mockup only.  Decided to use income protection  Would use TAL app in real life.  Note that App could change fields in real time based on simple conditional logic (via Event engine) or more complex models (via Data science) - answers coming in, history of customer, type of claim - and this is managed by TAL. Would use an approved library of questions. | Incomplete |
| Sam resumes claim, uploads payslip and submits. | Mockups | Received |
| Show ability to request more information - either as she is filling in the form or afterwards. | Mockups | In Review |
| Akash - our claim assessor goes to dedicated UI. Views claim information.  Ideally, we show the documents that Sam uploaded. | Cloud Starter | Risk model (which we’ll come to later) has determined Sam’s claim is medium risk, so sent to a Claim Assessor for a human check.  If risk was determined as low, it could have gone to auto-pay. Start without auto-pay  Talk about the visibility on how decisions are being made - the ability for business users to set thresholds. Concept of Triage is to put incoming claims into different buckets based on their profile - and you control this with complete visibility. | In Review |
| Akash approves Sam’s claim | Cloud Starter | If Akash rejects the claim, or it is determined that the risk was high, it would have gone to the high risk flow, which uses the high risk flow. | Approved |
| Akash reviews next item in his worklist - the claim from Matt, which is high risk | Screenshots of flows | Here we show the two flows created in Live Apps, and talk about their integration with Fineos - the existing Claims Mgmt Platform |  |
| Sam sees the claim is approved and then paid the next day | Mockups | Auto-pay & settlement would be managed through the TIBCO integration platform | Approved  Paid |
| Claim assessor team manager (Ann) goes to Control Tower   * Overview * Claim Status * Streaming data * Claims geo analysis * Claims category analysis * Claim assessor performance * Assessor category | Cloud Spotfire | Focus on a whole load of claims that have been auto-processed - and why. Eg the model has determined low risk. Gives you full view on the decisions that are being made. |  |
| Anni - Strategic Analysis   * Claim age analysis - claim delays by age - relates to reserve * Risk ratio * Risk Analysis | Cloud Spotfire |  |  |
| Recap |  |  |  |
|  |  |  |  |

# Demo Notes 11/2/2021

## Attendees

TAL

* [Jenny Oliver,](https://www.linkedin.com/in/jenny-oliver-a2716241/) Chief Claims Officer
* [Andrew Morrison](https://www.linkedin.com/in/andrew-morrison-060482a/), GM Individual Life
* [Matt Howell,](https://www.linkedin.com/in/matthew-howell-52119254/) GM Platform Delivery
* [Ethen Gamboa](https://www.linkedin.com/in/ethen-gamboa-a47637b7/), Head of Claims Effectiveness
* [Jaswin Nair](https://www.linkedin.com/in/jaswin-nair-b2155846/), Head of Claims – Direct
* [Daniel Sayegh,](https://www.linkedin.com/in/daniel-sayegh-28547348/) Head of Claims – First State Super
* [Phil Angelico](https://www.linkedin.com/in/phil-angelico-b6a290122/), Head of Claims – Australian Super
* [Holly Nicolas](https://www.linkedin.com/in/holly-nicholas-84374817a/), Senior Manager – Group Claims Portfolio
* [Chantelle Everett](https://www.linkedin.com/in/chantelle-everett-66105538/), Head of Claims – Governance & Risk
* [Shobana Pillai](https://www.linkedin.com/in/shobhana-pillai-8463672b/), Head of Platform Delivery
* [Sean Woodward](https://www.linkedin.com/in/7166301/), Platform Architect
* Mitch Lasorsa, Team Manager
* Margaret Dennis, Claims SME
* Riazuddin Shaik, Process Improvement and Automation Manager/Project Manager

TIBCO

* TIBCO ANZ
  + Kajo Merkert
  + Tym Lawrence - Director, Solution Engineering (ANZ)
  + Stuart Rofe - Regional VP, ANZ
* TIBCO UK
  + Ken Sayer - UK Insurance lead
  + Martyn Bedford - UK Solution Engineer
* Partners
  + Anni Toner - CEO, the Data-Shack
  + Darryl Amarasekera - Director, Sciens
* TIBCO Global Innovation Center
  + Akash Mahapatra - Solutions Engineer (Global Innovation Center)
  + Sumit
  + Ashutosh

## Notes

* Reasonably comfortable with reporting
* Less interested in the dashboarding and more in the deployment and use of the data science models into various systems.

## Follow Up Questions

* Do we have packaged apps
* Duration of implementation

## Actions

* Questions via Riaz
* Send:
  + Email to win over claims people (see bold below)
  + engagement model three pager?

## Debrief notes

* Wanted us to get to point more quickly - skip other capabilities and go directly to claims
* Perhaps should have led more with data science model usage
  + Integration with Streaming / BE
  + Use of models in other places.
* Seems they do want more of a packaged app - for life insurance
* Really need to drive home this is a PLATFORM not a package / package app.
* Could use logical diagram model
  + How model created
  + Where it is used - omni-channel, risk scoring, decision support in claims
* Ken: Lot of positives
  + Don’t think we’ll be winning any scoring. Because 80% of people are claims focussed.
  + Jenny is decision maker - and everyone of her team will say “I don’t get it”
  + We have nailed a proposition that TIBCO hasn’t worked on for 8 or 9 years.
  + **Deliver you a completely AI based platform to deliver you what you need. Just as quickly as a packaged app (eg Guidewire) but drive a much higher level or automation because we are truly data science driven - and as fast as a black box claim mgm solution.**
  + **We’ll come in and do a customized proof of concept using your data and systems - and we’ll do it quickly.**
  + **Give us more on how you want your claims system to work, and we’ll build it for you really really quickly.**
  + If we did it again, we would just focus on claims. Tracking the 3 different types of claims going through the system - and nice slide saying that “Ai will do this”
  + V2 and v3 will be able to do this.
  + Take it to other insurers.