

Business Process Modelling
Research Report On: Car Insurance Firm

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1. Introduction

I am working as a process architect for a consulting company. We were given an opportunity to model the business process for a car insurance company, so this report will display our work for the company which includes the business process description, as-is business model, BPMN diagram along with some innovative design elements which can increase the efficiency of the insurance firm (Dumas, Rosa, Mendling, & Reijers, 2018).

2. Process Description

Process Description outlines the car insurance claims handling process to understand and enhance its efficiency and effectiveness. The process involves three key roles: Customer Service Representative, Claims Handler, and Claims Manager along with Claimant interacting during the process as well.

2.1. Process Description for Claimant

The process for Claimant was done by us to witness how all the other process works where we ran this process numerous times with a fake identify of course with the approval of process owner which led us to the following observations:

- i. Fill out a claims form and submit it to the auto insurer's customer care department.
- ii. The claimant then waits for a response which can be either of the following:
 - a) Approval of the claim where no further action is required.
 - b) Claimant is requested to complete missing information in which the person must edit and resubmit the form.
 - c) Rejection of the claim which ends the entire process.
- iii. After the submission of a completed form to the claims processing department, then wait for the claims manager's final decision.
- iv. After receiving the outcome, the claimant then receives a satisfaction survey form from the customer service.
- v. They have the choice to either complete the survey or disregard it.
- vi. If the survey is completed and the claimant is dissatisfied with the service, the claims manager may send an apology letter within two months.
- vii. Otherwise, the claims process ends.

2.1.1. Claimant Business Process Model



Figure 1 Business Process Model for Claimant

2.2. Process Description for Customer Service Representative (CSR)

- i. After receiving the claim, the CSR's role is to ensure that the completeness of the claim form. If incomplete, they request the claimant to fill in the missing information and resubmit.
- ii. If the claims are complete, they are registered and are forwarded to the Claims Handling Department.
- iii. The Customer Service Representative then wait for a notification from the Claims Manager indicating a decision.
- iv. After the decision is received, the CSR sends a customer satisfaction survey to the claimant.
- v. If the claimant returns a complete survey, the CSR enters it into the customer satisfaction survey database and checks if the satisfaction level is at least 5 out of 10.
- vi. If the satisfaction level is at least 5 out of 10 then the role of CSR is finished but if its less than 5, the CSR informs the claims manager about it.
- vii. If there is no response from the claimant regarding the survey within two months, the CSR creates a no-reply item in the customer's satisfaction database.

2.2.1. Customer Service Representative (CSR) Business Process Model

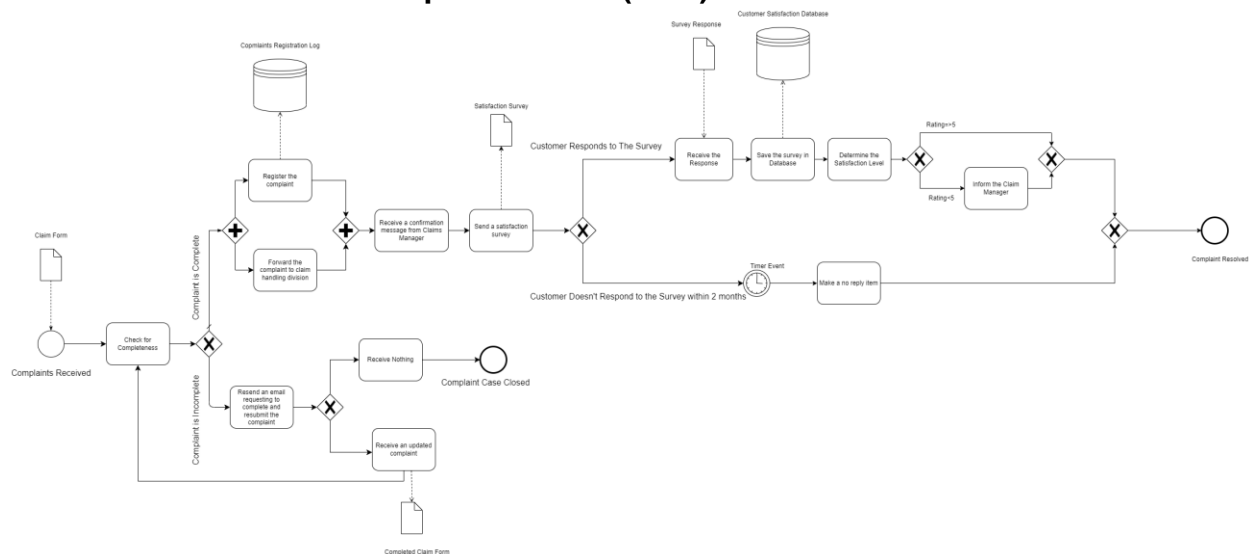


Figure 2 Customer Service Business Process Model

2.3. Process Description for Claims Handler

- i. Receive a claim from the Customer Service Department
- ii. Verify the claimant has a valid insurance policy.
- iii. Notify the claimant and deny the claim if the policy is invalid.
- iv. Determine the seriousness of the claim.
- v. Transmit relevant forms to the claimant based upon the assessment.
- vi. Verify if the form is complete; if its not, request revisions from the claimant.
- vii. Double-check the revised from to ensure the accuracy.
- viii. Register the claim into the claims management system.
- ix. Distinguish the claim as simple or complex.
- x. If the claim is complex, obtain the car accident report from the police report database.
- xi. Generate an initial claim estimate and action plan.
- xii. Send the claims manager the initial claim estimate and action plan.

2.3.1. Claims Handler Business Process Model

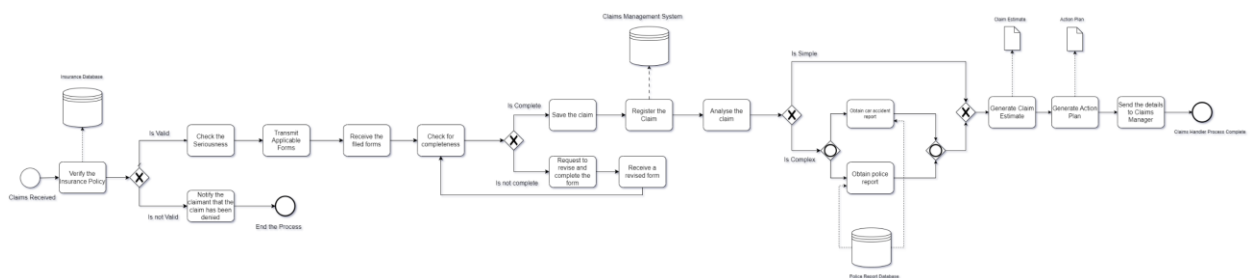


Figure 3 Claims Handler Business Process Model

2.4. Process Description for Claims Manager

- i. Receive the initial claim estimate and action plan from the claims handling department.
- ii. Make a final decision on the claim which is either to accept or reject.
- iii. Notify the claimant regarding the decision.
- iv. Update the claim file to reflect the decision.
- v. Notify the customer service department regarding the outcome.
- vi. Wait for either of the two scenarios from the claimant:
 - A. Customer Survey indicates that the customer satisfaction level is less than 5.
 - a) Retrieve the survey and claim for examination.
 - b) Apologize in writing to the claimant and promise improved services if necessary.
 - B. If there is no response from Customer Service within two months, no further action is taken.

2.4.1. Claims Manager Business Process Model

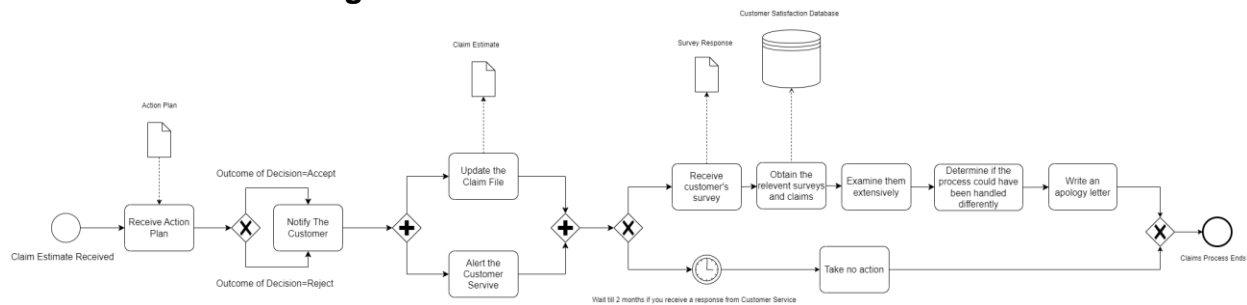


Figure 4 Claims Manager Business Process Model

3. BPMN Diagram

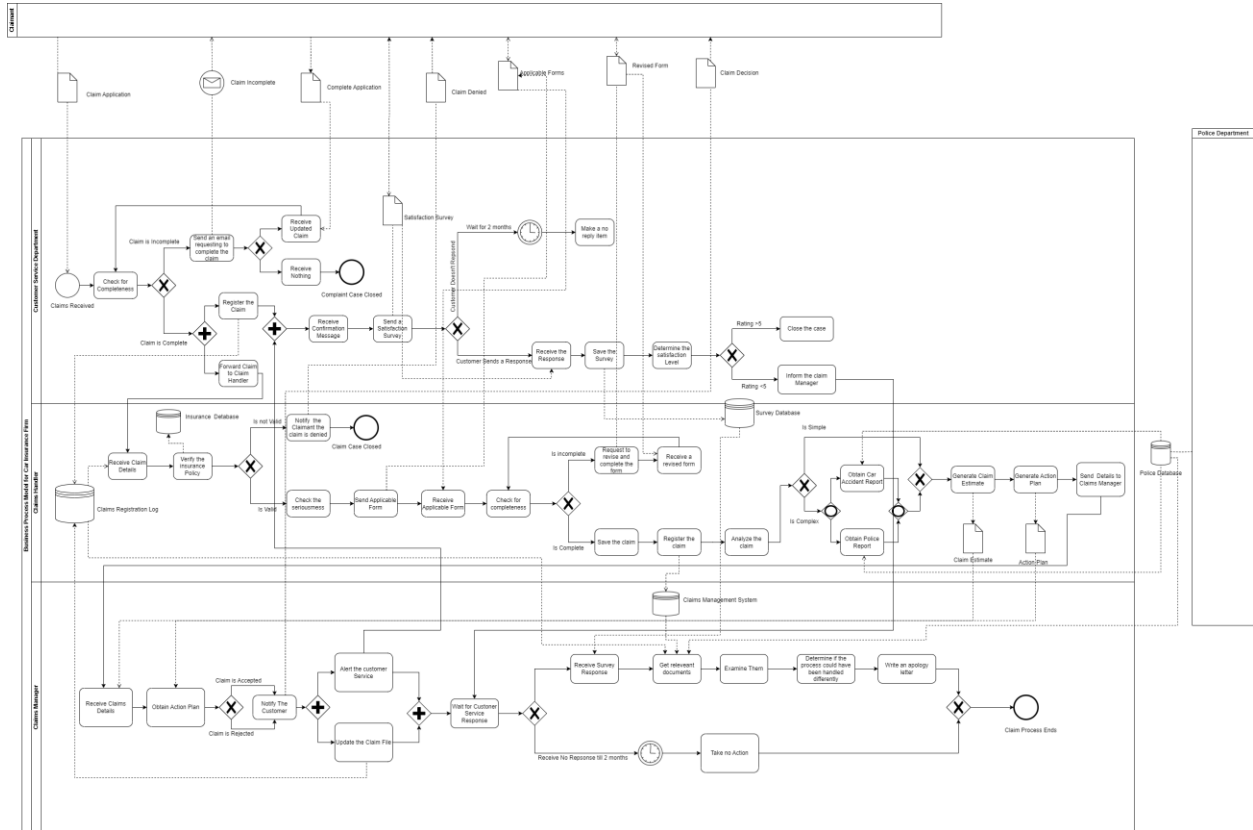


Figure 5 Business Process Model for the Insurance Firm

4. Recommendations for Innovative Business Design Elements

Innovative Design is the process of transforming an idea into an outcome that is desirable, feasible and viable (Han, 2023). It involves making conscious decisions based upon a given problem and the need of end users. It can be applied to products, brands, services as well and can communicate a story and a message through colour, shape, and other design elements (TforDesign, 2023).

We undertook some research and found some Design Elements for the insurance firm which can help the car insurance company to handle the claims more efficiently in a customer-centric and adaptable to changing needs, ultimately delivering improved service and satisfaction (Hunt, 2022).

4.1. Automation

We can implement automation for initial claim assessment, which can ensure quick processing of simple claims, and freeing up resources for complex cases (DePino, 2023).

4.2. Predictive Analysis

Predictive Analysis can be used to identify the potential issues early in the process, such as incomplete claims or dissatisfied customers which allows proactive intervention (Graces, 2023).

4.3. Customer Engagement

Real time customer feedback mechanisms can be implemented as it allows claimants to provide feedback at various stage of the process, enhancing customer satisfaction and continuous improvement (Wagner, 2023).

4.4. Machine Learning

Machine Learning algorithms can be deployed to optimize claim assessment for complexity, helping the Claims Handler prioritize and process claims more efficiently (STRACKBEIN, 2023).

5. Conclusion

Business Process Modelling was an absolutely entertaining as well as learning and research focused project. I am now even more confident in working as a Business Process Modeller and can hopefully use all these learning soon to make all these efforts fruitful.

6. Presentation Video Link

<https://youtu.be/s7iJwgsn-js>

7. References

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