



# GoodData Claims Insights

Much of the claims processing today is done manually, taking valuable time away from other high-value activities and preventing claims from being handled in the most effective and timely fashion. As a result, customers are often dissatisfied with the service they receive and switch providers, threatening an insurance company's bottom line.

**"Digital business and technology management teams are streamlining and wringing costs out of processes, such as underwriting and claims handling, through greater automation." - Accelerating Your Digital Insurance Strategy With Six Emerging Technology Building Blocks**

**- Forrester Research Inc., January 5, 2018**

Across the claims organization, claims managers and adjusters are struggling to gather and harmonize data from multiple sources before determining a proper course of action, which leads to poor operational efficiency, delayed time to result, and less optimal claims decisions such as insufficient reserve, or overpayment. In addition, the lack of insights about the claims makes fraud identification extremely challenging, resulting in increased risk and cost for the company. To thrive in a crowded market where savvy customers are looking for a more streamlined yet connected experience, insurance companies need solutions that simplify the claims process—both for the customer and the claims team. This kind of step change in how claims are handled requires leveraging data and advanced analytics to automate insights delivery and ultimately improve decision making down to the individual employee level. GoodData's Claims Insights solution was designed to directly address this need, based on our conversations with thought leaders in the insurance industry.

Claims Insights is the leading end-to-end analytics solution, purpose-built to integrate, analyze, and distribute insights to enhance the entire claims process.

With Claims Insights, insurers gain timely and holistic understanding of the claims and are able to quickly spot emerging trends. Based on these insights, claims adjusters can make informed decisions and deliver the right service to the customer. By automating multiple steps in the process, Claims Insights helps improve the workflow efficiency by up to 60%.

The solution builds on GoodData's robust Enterprise Insights Platform™, a scalable, secure, end-to-end, pre-integrated cloud platform containing data management, analytics, and large scale insight delivery capabilities. Combined with native machine learning and AI capabilities, the solution ensures swift alignment between business operations and your changing strategies, improving business agility for insurance organizations.

**“Advanced analytics can improve pricing accuracy, enable timely and efficient loss control and prevention with behavior incentives, and guide the introduction of new products and services, as well as deepen customer relationships.”**

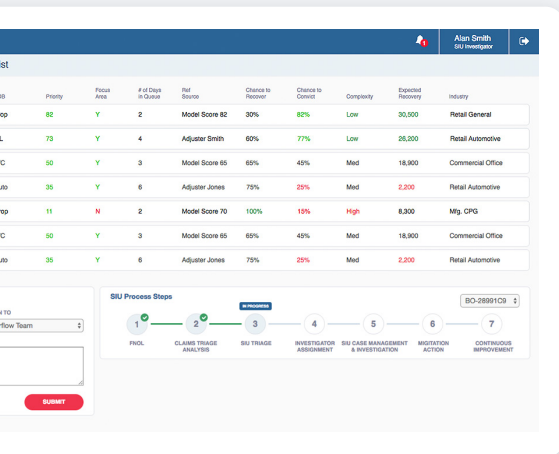
**Source:** [propertycasualty360.com](https://propertycasualty360.com)

## Key Features

- Embeds within existing workflows and applications for a seamless analytics experience
- Kickstarts the claims processing by providing claims insights quickly with pre-built templates for dashboards, data mapping and reports, as well as predefined data models
- Presents a 360-degree view of the claims by bringing together internal and external data sources
- Incorporates pre-defined data input templates to rapidly integrate data from multiple internal and external sources
- Manages and deploys advanced analytics models such as SAS, SPSS, R, and others within the platform to deliver predictive insights across the decision flow
- Features custom metrics and data quality improvement measures

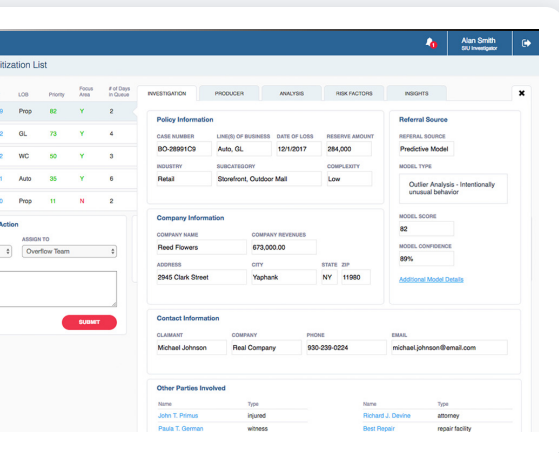
- Delivers continuous improvement of the claims processing with a closed-loop feedback system powered by machine learning. The system's self-learning capability incorporates the previous decisions and provide the “next-bestaction” recommendation for adjusters and claims managers
- Features custom metrics and data quality improvement measures
- Includes a proven best practices deployment plan for claims processing

## The Modules



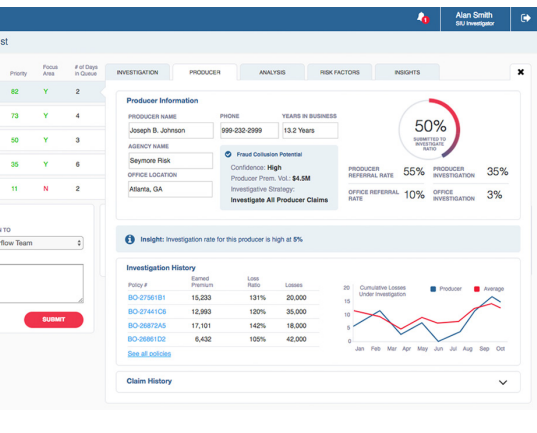
### Manager's View

Claims and Special Investigative Unit (SIU) managers gain quick insights on the priorities of the fraud referrals based on priority scores calculated by a predictive model. Additional information such as the source of the referral, summary of the loss, best adjustor recommendations for a specific claim is also provided. Armed with contextual information, claims teams are better equipped to determine the next best action.



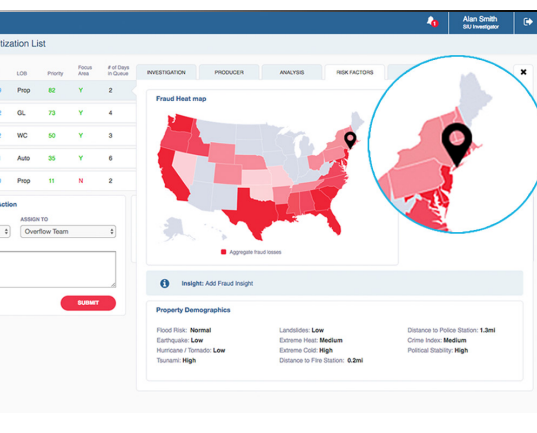
### Claims Investigation

Claims Insights pulls in all relevant data, from internal and external sources, allowing claims teams to make informed decisions. This automated process allows the domain experts to spend more time adjusting the claim or fraud referral instead of manually looking for the relevant information.



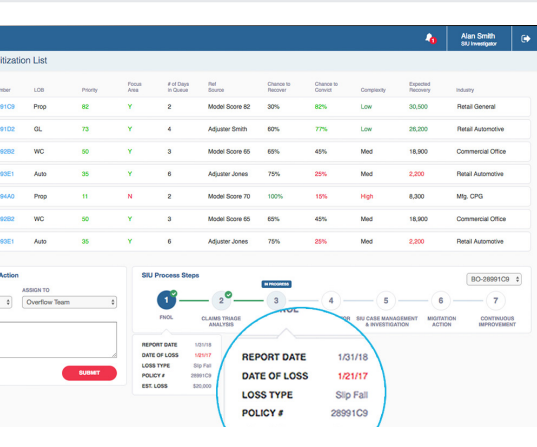
## Producer & Broker Details

Not only does GoodData's Claims Insights provide deeper visibility into the policyholder and their claims, but it also reveals information about agent or broker around fraud collusion potential, past fraudulent claims, number of SIU referrals along with loss ratio in their book of business. Such information helps field reps and adjusters make better management decisions for their territory.



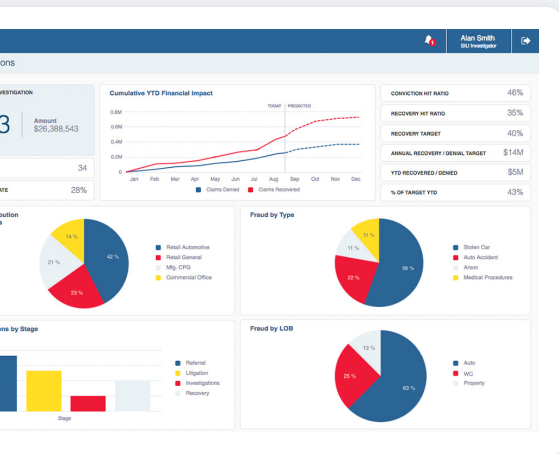
## Risk Overview

SIU and claims managers can easily obtain a comprehensive view of the risk factors in the claim region. Claims teams can rely on the Fraud Heat Map, as well as additional data points in the target region, to make educated claim evaluations and rapidly identify potentially fraudulent claims.



## End-to-end Claims Visibility

An end-to-end, time-series claim view uncovers critical information at each phase of the claim investigation while delivering the next best action recommendations powered by machine learning and AI. Claims managers and SIU investigators can hover over the various process steps to view exactly what has happened to the claim and what recommended action should be taken next.



## Claims Summary Dashboard

Regional managers and claims leaders are provided with a dashboard view with aggregated KPIs vital to their business. A summary of the claims trends by line of business, industry or cause of loss and more is readily available. Key metrics such as Average Number of Days to Close, Reserve Deviation, etc. are also revealed. Unlike a static report, the interactive dashboard allows drill-down into the source systems for further analysis.

To succeed in a highly competitive market and win customers, insurance companies need to integrate data and advanced analytics into their workflows. GoodData's Claims Insights was designed to address common problems -- streamlining the claims process and improving decision making with clear and actionable insights. By incorporating machine learning and AI capabilities, Claims Insights helps insurers stay ahead of new trends, identify and prevent fraud quickly and more accurately, and deliver an improved customer experience.

To learn more about GoodData's Claims Insights, visit our website: [www.gooddata.com/insurance](http://www.gooddata.com/insurance)



## About GoodData

Want to learn more about how GoodData can enable your business growth via analytics?

[Schedule a demo](#)

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## The GoodData advantage

### Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

### Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your private or public cloud (on premises)