

# Team Exercise 7- Strategic Recommendations for ACME Management

## 1) Shift Complexity Away from Customers via Process Automation:

- **Development of Online Claim Submission Portal:** The creation of an intuitive online portal facilitates electronic submission of claims by customers and allows them to track their status. This initiative streamlines the claims submission process, eliminating the cumbersome manual paperwork. The portal can incorporate automated form validation to ensure completeness and accuracy before submission, enhancing efficiency.
- **Automated Data Entry using OCR:** Implementing Optical Character Recognition (OCR) technology automates the extraction of relevant data from submitted documents. This technology significantly reduces errors and processing times associated with manual data entry. By automatically populating claim forms with extracted information, it improves the efficiency and accuracy of claim handling.
- **Automated Claim Validation:** Develop rules-based systems to automatically validate claims for completeness and accuracy. This proactive approach helps in identifying and resolving potential issues early in the process, thus preventing delays and minimizing the need for rework.
- **Chatbots:** Integration of chatbots serves to address customer queries regarding the claims process and provide self-service options like scheduling appointments or checking claim status. This implementation frees up human agents to focus on more intricate inquiries, enhancing overall operational efficiency.

## 2) Reduce Time, Effort, and Cost for Customers:

- **Development of Mobile App:** The creation of a mobile application enables customers to conveniently submit claims, track their progress, and communicate with agents from their smartphones. Offering a user-friendly interface with features like push notifications keeps customers updated on their claim status, reducing the need for contacting support and ultimately saving time and effort.
- **Development of Self-Service Portal:** A comprehensive self-service portal empowers customers to access policy information, view coverage details, and track claims history independently. Incorporating interactive features such as chatbots or FAQ sections provides instant assistance and enriches the overall customer experience.
- **Automated Notifications:** Utilizing automated notifications keeps customers informed about their claim status, reducing the need for them to contact the company for updates. This proactive communication strategy helps in managing customer expectations effectively.
- **Knowledge Base:** Developing a knowledge base of frequently asked questions and answers about the claims process allows customers to find solutions quickly and easily, without necessitating agent intervention.

## 3) Address Service Gaps:

- **Real-Time Claim Tracking:** Implementation of a real-time tracking system enables customers to monitor the progress of their claims at every stage of the process. This transparency and visibility

into the claim lifecycle facilitate effective management of customer expectations and proactive resolution of potential delays.

- **Performance Dashboards:** Developing interactive performance dashboards to monitor key metrics such as claim processing times, error rates, and customer satisfaction scores provides management with actionable insights into operational performance. This enables the identification of areas for improvement and effective resource allocation to optimize service quality.
- **Predictive Analytics:** Leveraging predictive analytics to identify claims at risk of delay or denial enables proactive intervention to prevent such issues from occurring, thereby improving overall claim processing efficiency.