



Kofax for Insurance

Accelerating Business Growth Through Customer-Driven Insurance Processes

Insurers across every market are facing new pressures. Customers today are better informed, choosier, and their loyalty is no longer assured. And unprecedented global catastrophes and economic volatilities threaten carriers' bottom lines. New regulatory mandates are shifting the market landscape.

Together, these market forces are spurring insurers to find new formulas for success.

The good news is there are abundant opportunities for insurers to seize a competitive advantage by embracing smart, innovative strategies. That's why more and more insurers are adopting enterprise solutions from Kofax.

"The results speak for themselves: faster and more transparent processes, lower costs, more satisfied suppliers, and an always up-to-date view of the company's cash-flow situation."

— Sven Rossbach, CEO & COO
Allianz Business Services, s.r.o.

Enhanced Engagements Across the Entire Customer LifeCycle

Kofax gives insurers the power to impact customer processes with unprecedented speed and accuracy — and then harness it in new ways to drive growth and profitability. The Kofax difference starts with capturing documents at the Point of Origination™ and follows through with rapid, touchless validation and workflow processes that accelerate and optimize your entire business, from underwriting to claims to customer service. And with Kofax mobile and web capture technologies, you can capture documents anywhere your customers and agents roam.

A leader in multi-channel capture and business process technology, Kofax automates information-intensive processes enabling insurance carriers to:

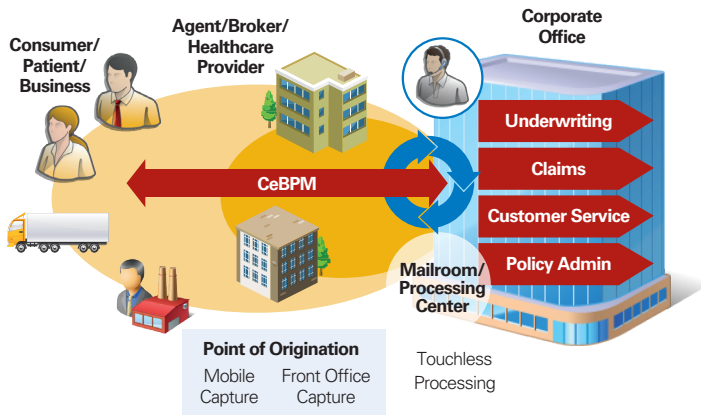
- **Grow revenue** by supercharging customer relationships with outstanding service and generating a better "household view" of policyholders to identify up-sell and cross-sell opportunities.
- **Boost profitability** by automating information collection and ingestion with fast, accurate, touchless processing from start to finish
- **Ensure compliance** with automated workflows and secure efficient archiving solutions that minimize manual touchpoints and errors.

Superior Customer Experiences, Engineered by Kofax

More and more what attracts—and keeps—customers are their personal experiences with insurers at crucial points in the relationship. Kofax's suite of insurance solutions enables carriers to:

- **Increase accuracy** by implementing advanced processes for capturing and validating documents and data.
- **Boost responsiveness** with automated workflows, touchless information processing, and dynamic case management solutions.
- **Enhance transparency** with proactive communications that keep customer informed throughout claims, underwriting and other key customer engagements.
- **Ensure security** by minimizing the physical handling of sensitive customer data and implementing automated record retention policies.

The Capture Enabled BPM Insurance Environment



The Power of Capture Enabled BPM

- A global insurance powerhouse deployed a capture solution to streamline claims operations at its shared service centers in Europe.
- A major U.S.-based insurer says that deploying Kofax document-automation technologies will enable it to sustain its "continuing and rapid expansion throughout China."
- A large European carrier reduced document processing time from four days to a few minutes.
- A major North American insurer more than doubled the productivity of its claims processing staff with Kofax capture enabled BPM.

Impact the Entire Customer Lifecycle

From underwriting to claims to customer service—and all points in between—Kofax Capture and business solutions help insurers grow and prosper with technologies that optimize and integrate every phase of the customer lifecycle.

- **Streamline underwriting** with touchless workflows and fast, secure document sharing. Turn this paper-intensive function into a speedy, digital process, lifting underwriter productivity and helping build a more profitable book of business.
- **Transform claims processing** by eliminating manual touchpoints and introducing Capture Enabled Business Process Management and dynamic case management. Speed resolution with auto-adjudication technologies and straight-through processing of complex forms (including CMS-1500 and UB-04 medical forms).
- **Deliver world-class customer service** by equipping agents with all the documents and evidence they need to answer queries with authority.
- **Accelerate financial management** with technologies that drive efficiencies across the revenue cycle, from invoicing and payables to payments.
- **Build a digital mailroom** with technologies that cut through paperwork bottlenecks with proven scan-to-process technologies.

Unifying the Enterprise— From the Back Office to the Cloud

When you invest in Kofax solutions for insurance, you get a processes automation and dynamic case management platform that spans the breadth of your business, from customer relationships to back office operations to regulatory compliance programs—and all points in between. You also get access to:

- **Mobile solutions** to capture documents and data wherever your customers and agents roam, including innovative solutions for mobile auto claims capture and processing.
- **Web solutions** to efficiently share information with customers and partners.
- **Cloud services** that deliver scalable, convenient document processing and business automation solutions.

About Kofax

Kofax plc is the leading provider of capture enabled business process management (BPM) solutions. Kofax automates information-intensive processes to help enterprises streamline operations, increase productivity and better engage with their customers for a competitive advantage and growth.

Our Partners

Kofax is proud to partner with many of the world's leading technology and professional services companies serving the insurance industry. Kofax Partners are certified solutions providers and technology specialists who analyze, customize, and tune your Kofax implementations while strengthening integration with your existing content management and other enterprise systems. [For more information, visit www.kofax.com.](http://www.kofax.com)

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