



Use Case - Insurance



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About Van Ameyde

Van Ameyde is the European market leader in claims management, loss adjusting, and IT development for the insurance and risk management market. It handles claims processing for over 1,000 corporate clients in the global insurance and risk management sector. It operates in 35+ affiliated companies and has 44 offices in 28 countries. Many of Europe's leading insurance brands are customers of Van Ameyde.

With such a vast market coverage, Van Ameyde receives millions of customer e-mails and attached documents related to insurance claims for various products. The company looks forward to an increased degree of automation through AI for a more streamlined workflow.

750,000

Annual claims

44

Offices in 28 Countries

1,000+

Corporate Clients

The challenge

Van Ameyde annually processes 2-3 million customer e-mails and an equal number of documents related to insurance claims within automotive and other insurance products. Manual processing of each email and document consumes a lot of productive time of their employees and increases the response time.

The company has successfully introduced various ways and tools over the years to increase overall automation, including RPA. Although it could only process structured text, the company often comes across large volumes of unstructured text that cannot be handled with the help of RPA alone.

Manual and time-consuming tasks



Emails



Documents



The goals

Van Ameyde is expected to grow over the next years, which means the volumes of claims will increase. Through automation, the company will be able to absorb higher volumes of emails and documents, allowing its employees to focus on more complex cases where deep human judgement is crucial. With the help of our solutions, the company can improve customer satisfaction and decrease lead times. This will strengthen the competitiveness of Van Ameyde in several ways.

The solution

Van Ameyde will use our Digital Employee solution. It will be a combination of the following modules:



Simplifai Documentbot



Simplifai Emailbot



Van Ameyde Email Exchange Server



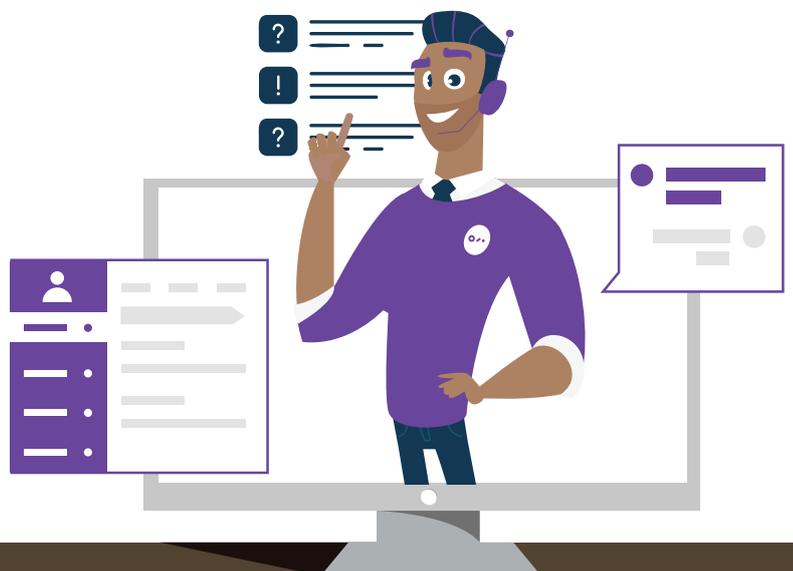
Van Ameyde Echo SaaS claims platform



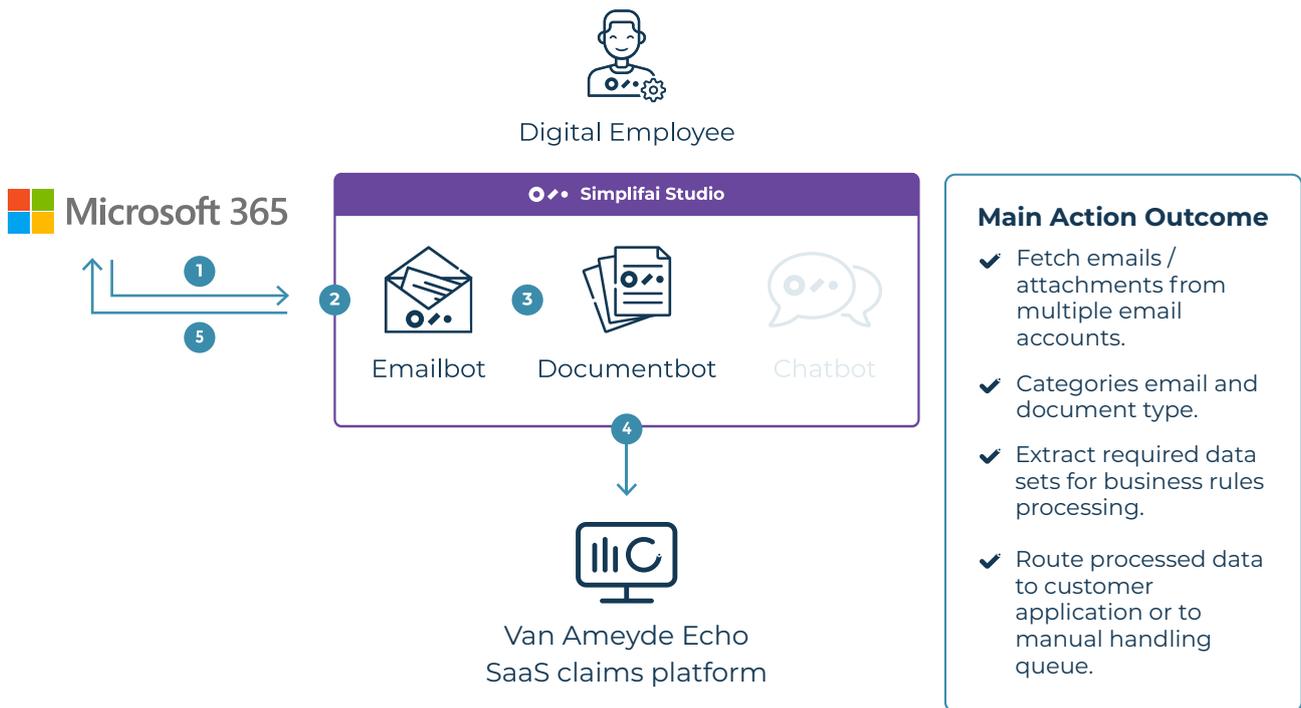
Simplifai & Van Ameyde APIs

For any incoming email, the intention and purpose (e.g. request, information, or complaint) will be classified automatically. All attachments will also be treated in the same way. There are many varieties in the format and type of documents, but the below samples are frequent.

- Accident report forms
- Vehicle assessment reports
- First notification (received from a client)
- Police reports
- Invoices
- Photos of damage, vehicle number plate etc.
- **Document formats include, but are not limited to: .pdf, eml, jpg.**



The Process



Simplifai scope of operation

- 1 The Digital Employee fetches emails and any corresponding attachments from multiple email accounts.
- 2 The Digital Employee directs emails to Emailbot and attachments to the Documentbot.
- 3 Emailbot identifies and categories email type and extracts specified data sets for further business rule processing. With any attachment, the Documentbot identifies and categories the document type.
- 4 Once both emails and any corresponding documents are processed, the Digital employee forwards data to customer application.
- 5 If the Digital Employee experiences any processing error, those emails/attachment are sent for manual handling.



The key benefits

- Reduce response time per claim
- Improve process capacity and productivity.
- Bring consistent quality level in process and response
- Handle fluctuations in volumes
- Increase overall customer satisfaction
- Claim handlers can focus on more complex claims

Van Ameyde aims to automate the handling of over 1 million (annual) inbound claims related emails and documents with Simplifai's "Digital Employee Solution". Today, each email and document require several minutes of manual processing. Van Ameyde wants to save this time and utilize its resources in more productive areas while delivering customer satisfaction.

The future

Van Ameyde looks to expand the use of Simplifai's AI solutions to other parts of the group in Europe. In the first wave, Dutch and Norwegian operations are a focal point. Soon other regions will follow.

In a later stage, the use may also expand to other areas in the claims supply chain. Simplifai looks forward to further expanding with Van Ameyde in the coming years.

Egon Scheers

Director Operations, Van Ameyde Group.



The Simplifai tooling will be another addition to our Echo SaaS Claims Platform. We already had a few years of positive experiences with RPA (Robotic Process Automation) and have learned the strengths and weaknesses of this technology. The AI solution from Simplifai will be the next step for us through its capability to read and interpret unstructured 'free' text in emails and several other formats of documents where RPA has limitations. Flexibility and simplicity are key here. The combination of the technologies makes it possible to successfully automate a much higher percentage of our process.

