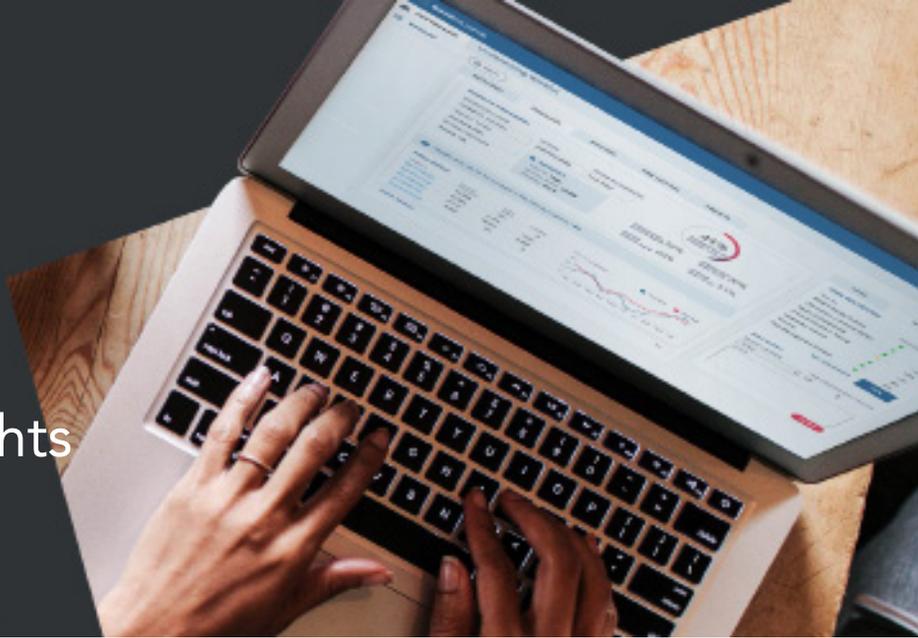


GoodData Claims Insights



“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

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.

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

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
- ▶ 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-best-action" 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

Referral Prioritization List

Case Number	LOB	Priority	Focus Area	# of Days in Queue	Ref Source	Chance to Recover	Chance to Conclude	Complexity	Expected Recovery	Industry
BO-28991C9	Prop	82	Y	2	Model Score 82	30%	82%	Low	30,500	Retail General
BO-28991D2	GL	73	Y	4	Adjuster Smith	60%	77%	Low	26,200	Retail Automotive
BO-28992B2	WC	50	Y	3	Model Score 65	65%	45%	Med	18,900	Commercial Office
BO-28993E1	Auto	35	Y	6	Adjuster Jones	75%	25%	Med	2,200	Retail Automotive
BO-28994A0	Prop	11	N	2	Model Score 70	100%	15%	High	8,300	Mfg. CPG
BO-28992B2	WC	50	Y	3	Model Score 65	65%	45%	Med	18,900	Commercial Office
BO-28993E1	Auto	35	Y	6	Adjuster Jones	75%	25%	Med	2,200	Retail Automotive

Prioritisation Action

ACTION: Assign | ASSIGN TO: Overflow Team

NOTES:

SIU Process Steps

- PROL
- CLAIMS TRIAGE ANALYSIS
- SIU TRIAGE
- INVESTIGATOR ASSIGNMENT
- SIU CASE MANAGEMENT & INVESTIGATION
- MIGRATION ACTION
- CONTINUOUS IMPROVEMENT

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.

GoodInsurance

Referral Prioritization List

WORKLIST

Case Number	LOB	Priority	Focus Area	# of Days in Queue
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Prioritisation Action

ACTION: Assign | ASSIGN TO: Overflow Team

NOTES:

INVESTIGATION

Policy Information

CASE NUMBER	LINE(S) OF BUSINESS	DATE OF LOSS	RESERVE AMOUNT
BO-28991C9	Auto, GL	12/1/2017	284,000

Company Information

COMPANY NAME	COMPANY REVENUES
Reed Flowers	673,000.00

Contact Information

CLAIMANT	COMPANY	PHONE	EMAIL
Michael Johnson	Real Company	930-239-0224	michael.johnson@email.com

Other Parties Involved

Name	Type	Name	Type
John T. Primus	injured	Richard J. Devine	attorney
Paula T. German	witness	Best Repair	repair facility

Referral Prioritization List

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Producer Information

PRODUCER NAME: Joseph B. Johnson
 PHONE: 999-232-2999
 YEARS IN BUSINESS: 13.2 Years

AGENCY NAME: Seymore Risk
 OFFICE LOCATION: Atlanta, GA

Confidence: High
 Producer Prem. Vol.: \$4.5M
 Investigative Strategy: Investigate All Producer Claims

50% SUBMITTED TO INVESTIGATE AUTO

PRODUCER REFERRAL RATE: 55%
 PRODUCER INVESTIGATION: 35%

OFFICE REFERRAL RATE: 10%
 OFFICE INVESTIGATION: 3%

Insight: Investigation rate for this producer is high at 5%

Investigation History

Policy #	Earned Premium	Loss Ratio	Losses
BO-27501B1	15,233	131%	20,000
BO-27441C6	12,993	120%	35,000
BO-26672A5	17,101	142%	18,000
BO-26661D2	6,432	105%	42,000

See all policies

Claim History

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 on 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.

GoodInsurance Referral Prioritization List

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Fraud Heat Map

Aggregate Fraud Index

Insight: Add Fraud Insight

Property Demographics

Flood Risk: Normal	Landslides: Low	Distance to Police Station: 1.3mi
Earthquake: Low	Extreme Heat: Medium	Crime Index: Medium
Hurricane / Tornado: Low	Extreme Cold: High	Political Stability: High
Tsunami: High	Distance to Fire Station: 0.2mi	

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SIU Process Steps

1. FNOL 2. CLAIMS TRIAGE ANALYSIS 3. ADJUSTER ASSIGNMENT 4. SIU CASE MANAGEMENT & INVESTIGATION 5. INITIATION ACTION 6. CONTINUOUS IMPROVEMENT

REPORT DATE: 1/31/18
 DATE OF LOSS: 1/21/17
 LOSS TYPE: Slip Fall
 POLICY #: 28991C9
 EST. LOSS: \$20,000

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



About Us: GoodData powers the transformation of enterprise decision-making for the everyday worker within their daily business processes.

GoodData's Enterprise Insights platform transforms insights from data into a closed-loop system of insight that guides and learns from the decisions taken by end-users. The platform enables governance and management across systems of insight and includes data ingestion and data pipeline capabilities, a big data fabric, machine learning, analytical engine, and insights delivery seamlessly integrated into business applications.

Leveraging the expertise of in-house data scientists, domain experts, and data engineers, GoodData works with customers to drive a business outcome focus allowing data to finally drive meaningful change for the business.