

# TIN Digital Claims

## Transforming claims to deliver the moment of truth for the digital age

### Keynote speakers:



**Jonathan Clark**  
Interim Chief Executive  
Chartered Insurance  
Institute



**Ian Thompson**  
Group Chief Claims  
Officer  
Zurich Insurance

### Case study and breakout speakers include:



**James Russell**  
Head of Claims  
Transformation  
Esure



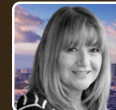
**Jeremy Trott**,  
Director of Claims  
Ecclesiastical  
Insurance



**Natasha O'Kane**  
Head of Digital  
Transformation  
Unum



**Melanie Kill**  
Transformation  
Director  
AXA



**Julie Lane**  
Head of ESG  
Ageas



**Christine  
Matthews**  
Head of Claims  
Bought By Many



**Kelly Ward**  
Chief Sales &  
Distribution Officer  
AXA Partners

### Main sponsor:



### Innovation sponsor:



### Session sponsors:



### Exhibitors:



# Overview

## Transforming claims to deliver the moment of truth for the digital age

Claims has always been the most critical touchpoint with the customer – but delivering the moment of truth has never been more complex in the digital age.

As other sectors change customer expectations and redefine what an exceptional customer experience feels like, leading insurers and brokers are rethinking traditional claims processes and investing in new skills, capabilities and technologies to transform the claims experience.

This goes beyond just improving speed and efficiency – it's about leveraging digital to deliver an empathic, customer centric claims experience that creates engagement, drives retention and builds sustainable competitive advantage.

This year Digital Claims will focus on how you transform claims to deliver its strategic value to your organisation both now and in the future, how you leverage automation and AI to deliver a better customer (and user) experience and explore the opportunities to innovate presented by data & analytics.

### Topics to be covered:

- Building a digitally enabled, customer-centric claims experience
- Transforming claims operations to achieve efficiencies and improve the claim journey
- The role of claims in delivering on ESG and the impact of new insurance business models
- Achieving the right blend between human and digital interactions





## Digital Claims in numbers

**200+**  
senior  
attendees

only director level  
delegates in the audience

**25+**  
expert  
speakers

no press, no transcripts –  
just honest, open discussion

**10+**  
interactive  
breakouts

peer learning  
& benchmarking

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# Programme

🕒 08.00 – 08.50 Registration, coffee and networking

🕒 09.00 Introduction by the chair

## Keynote presentations, discussion and Q&A

### Transforming claims for a digital age

#### Developing a claims centric culture and leveraging digital to deliver tomorrows insurance service

- Grasping the opportunities at this tipping point for insurance
- Transforming the claims experience to deliver better customer outcomes
- The critical role of claims in shaping the service of the future
- Successfully blending digital technologies and human empathy to deliver an exceptional claims experience



**Jonathan Clark**  
*Interim Chief Executive Officer*  
**Chartered Insurance Institute**



**Ian Thompson**  
*Group Chief Claims Officer*  
**Zurich Insurance**

#### Challenging and transforming claims processes and culture to deliver an exceptional experience

- Assessing existing claims journeys through a customer centric lens to identify service gaps and pinch points
- Changing mindsets and culture to celebrate change and embrace claims digitisation
- Leveraging the opportunities of self-service and omnichannel communications to reduce claims resolution times and provide a seamless experience
- Creating excellent empathetic customer service in claims while utilizing automation

Q&A

🕒 10.30 - 11.00 Coffee & networking in the exhibition area

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Delegates choose one of the following breakout sessions or the Innovation Stage

11.00 – 11.55: Breakouts

### Breakout One

## Leveraging claims technology

Successfully implementing new technology in claims

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### Harnessing digital technologies and data to improve the claims experience

- Mapping customer journeys to evaluate existing service gaps in the claims experience
- Applying customer facing applications such as chatbots and self-service portals
- Using intelligent document processing and artificial intelligence to speed up resolution times and deliver better outcomes
- Striking the balance between human and technology interventions



**Jeremy Trott**  
Director of Claims  
Ecclesiastical Insurance

### Breakout Two

## Transforming claims operations

Achieving efficiencies and delivering an exceptional claims experience

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Charles  
Taylor



InsureTech

### Overcoming the practical challenges to drive innovation and deliver transformational change in claims

- Rethinking claims operations through a digital customer lens
- Creating a claims centric, agile culture that can embrace change
- Developing technology partnerships that create operational innovation alongside in-house teams
- Key criteria to ensure your initiatives deliver positive change to the business and improve the customer experience



**Andrew Smith**  
Head of Innovation  
and insight  
First Central Insurance



**Christine Matthews**  
Head of Claims  
Bought By Many



# Innovation Stage

Session One

## Innovations in digital customer experience

Sponsored by: **VERINT.**

A series of quickfire, 10-minute TED-style presentations highlighting innovation and new tech in claims followed by Q&A



**Alex Whitehead**  
*Head of Insurance  
so-sure*



**Andrew Morrish**  
*Founder and Director  
Macintosh Advisory  
formerly of Aviva*



**Shân Millie**  
*Founder  
Bright Blue Hare*

Please contact **Ian Wilson** if you have an innovative case study you'd like to share or you'd like to suggest an organisation to participate on the innovation stage.

**Contact [Ian@TIN.events](mailto:Ian@TIN.events)**

🕒 11.55 - 12.10 Coffee and networking



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## Breakout Three

### Claims data and analytics

Utilising new and existing data to improve the customer experience and deliver efficiencies

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#### Developing a data strategy and successfully applying analytics within claims

- Understanding the business problems you are trying to solve
- Determining your data strategy – approaches to integrate claims data for efficiency and better decision making through data lakes
- Determine which existing data sets can be used to enhance claims performance
- Using predictive analytics to identify customer needs and translate them into performance improvements



**Tim Yorke**  
*Former Chief Operations Officer*  
**AXA**

## Breakout Four

### Building a customer-centric claims experience

Overcoming the challenges to deliver a digital customer journey

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#### Successes in applying digital technologies to improve the claims experience

- Optimising the claims process by balancing process automation with human support
- Understanding how AI, advanced analytics, RPA and chatbots support specific points of customer journeys
- Ensuring self-service automation delivers for customers
- Can digital platforms provide transparency for customers and build trust?



**Anthony Thomas**  
*Head of Customer Assurance*  
**Admiral**



**Tony Martins de Sa**  
*Senior Project Manager*  
**NFU Mutual**





# Innovation Stage

Session Two

## Emerging Technologies

Sponsored by: **VERINT.**

A series of quickfire, 10-minute TED-style presentations highlighting innovation and new tech in claims followed by Q&A



**Dr Avinoam Baruch**  
*Co-Founder and Chief Operating Officer*  
**Previsico**

Please contact **Ian Wilson** if you have an innovative case study you'd like to share or you'd like to suggest an organisation to participate on the innovation stage.

**Contact [Ian@TIN.events](mailto:Ian@TIN.events)**



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🕒 13.05 - 14.00 Lunch in the exhibition area



## 'Open Insurance', new ecosystems and the future of claims

### Strategic implications and opportunities of new data ecosystems

As with open banking, open insurance offers the prospect of creating new products, services and revenue streams through the sharing and consumption of real time data. As insurers provide services and data to partners new offerings, applications and innovative business models will emerge.

This panel will explore opportunities and threats of new insurance eco-systems and 'open insurance' on the claims function which is often overlooked.

#### Topics to be discussed:

- How will Open Insurance and data sharing reshape the insurance value chain and claims?
- Where are the risks for insurers, brokers and the customers?
- Developing new skills, capabilities and technologies to enable open insurance business and operating models
- Assessing the opportunities and threats from new ecosystems on claims



**James Russell**  
Head of Claims  
Transformation  
Esure



**Kelly Ward**  
Chief Sales & Distribution  
AXA Partners



🕒 15.00 - 15.25 Coffee and Networking in the exhibition area

## Breakout Five

### Case study: Leveraging automation and AI

Blending automation and empathy in claims

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#### CASE STUDY: Overcoming the practical challenges to successfully apply automation in claims

- Understanding the opportunities for automation in claims journeys
- Implementing automated technology and AI for a straight through, no-touch claims resolution
- Tackling the inevitable resistance to change that this type of technology brings
- Lessons learned and where the ROI is being delivered



**Yanna Winter**  
Chief Innovation Officer  
Generali

## Breakout Six

### ESG and claims

Delivering a sustainable claims proposition

#### Developing a successful ESG claims strategy that delivers positive change for the business and wider stakeholders

- Examining the opportunity for claims to impact on ESG issues
- Exploring existing supply chains for opportunities to repair and locally source services
- Developing a culture of viewing claims through a lens of sustainability
- How an ESG strategy can build loyalty, transparency and customer retention



**Simon Mullin**  
Aggregator & Supply  
chain Development  
BGL Insurance



**Julie Lane**  
Head of ESG  
Ageas

🕒 16.20 - 16.30 Quick break and grab a drink from the bar



## Is this the end of claims as we know it?

### Leveraging digital, data and connected devices to deliver the future claims service

The world is changing rapidly and whether you like it or not digital will play an ever-increasing role in delivering the claims service of the future...it's those that understand how technology will impact claims that will have the cutting edge.

Our expert panel will discuss what the changing digital environment means for the next generation of skills & capabilities, our existing claims operations and the future of customer communications and engagement.

#### Topics to be discussed:

- Given claims is the key touchpoint for customers, should all digital transformations start with claims?
- Leveraging digital to enable more customer-centric operations that drive up engagement
- Successfully transforming traditional, 'analogue' processes to deliver a tailored, digital experience
- Tackling the cultural challenges to truly transform claims



**Natasha O'Kane**  
*Head of Digital Transformation*  
**Unum**



**Ashley Smallbone**  
*Business Transformation Programme*  
**Ecclesiastical Insurance**



**Melanie Kill**  
*Director of Claims Transformation*  
**AXA**

🕒 17:15: Close and drinks reception in the exhibition area

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## Attendee profile

**Digital Claims** is attended by a director level audience from across GI and commercial insurance. The conference focusses on how technology and digital is driving and enabling change in claims, transforming operations and enhancing the client experience.

A strict seniority criteria applies. Suppliers cannot attend as delegates and no press are invited. This will ensure you can candidly exchange ideas and benchmark strategy with your peers.



# Sponsors

## Main sponsor:



Smart Communications is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalised, omnichannel conversations across the entire customer experience, empowering companies to succeed in today's digital-focused, customer-driven world while also simplifying processes and operating more efficiently.

Smart Communications is headquartered in the UK and serves more than 650 customers from offices located across North America, Europe, and Asia Pacific. Smart Communications' Conversation Cloud platform includes the enterprise-scale customer communications management (CCM) power of SmartCOMM™, forms transformation capabilities made possible by SmartIQ™ and the trade documentation expertise of SmartDX™. In 2021, the company acquired Assentis, a leading European software solutions provider specializing in customer communications management (CCM) with a focus on the financial services industry.

For more information, [click here](#)

## Innovation and session sponsor:



Verint is "The Customer Engagement Company." We help organisations simplify and modernise the way they engage

customers through their contact center, branch, back office and marketing departments. Our market-leading broad portfolio of cloud and hybrid solutions is designed with the latest artificial intelligence and advanced analytics technologies to deliver greater automation and shared intelligence that drives real business impact. Verint is your partner to make customer engagement a strategic advantage and a strong competitive differentiator for your organisation. With over two decades of experience helping more than 10,000 organisations worldwide create lasting value, we're a global leader in customer engagement.

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## Session sponsors:



Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently.

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Charles Taylor InsureTech is part of Charles Taylor plc, a leading international provider of professional services to clients across the global insurance market. Charles Taylor employs over 3000 staff in over 100 locations spread across 30 countries in Europe, the Americas, Asia Pacific, the Middle East and Africa. Charles Taylor provides professional services to insurers, brokers and insurance clients at all stages of the insurance value chain. Its dedicated technology business, Charles Taylor InsureTech, offers software products built in house or that it has acquired.

Charles Taylor InsureTech was established to help insurance businesses drive change through the delivery of technology enabled solutions. Blending our deep knowledge of insurance with leading edge technical expertise, we deliver agile, future-proof solutions to clients worldwide, enabling them to escape their legacy systems and meet the changing expectations of their clients.

For more information [click here](#)



We take the pain out of big change projects. Working with over 600 organisations, our

low-code, contact centre and omnichannel messaging solutions allow customers to make big changes, fast. Radically improve your customer experience without launching big, expensive transformation programs. And, there's no need to blow the budget, replace core systems or create work for IT. Our tools help the people behind the scenes – customer-facing staff and IT talent – build and deliver customer experiences together. Solving operational issues one bad process at a time.

Discover how you can deliver first-class CX in the claims market, talk to our team today. For more information, [click here](#)



Laiye was founded in 2015 by two Ivy League graduates, and in 2021 announced its Series C+ funding round, with a \$50M injection. Laiye operates via a global team across Latin America, Europe, and

Asia Pacific. Its Intelligent Automation solutions are in use at enterprise customers in the insurance, communications, electric power, finance, retail, and healthcare industries to build end-to-end automation solutions.

Laiye has rich experience in RPA and AI and helps businesses and people realise their full potential by optimising the human-machine collaborative alliance with sophisticated, dynamic, productivity-enhancing digital, low-code "workforce solutions." Laiye delivers the deepest, most advanced AI/RPA/NLP solutions to help businesses become more efficient, effective, agile, and successful. And it frees people to focus on meaningful, innovative, mission-critical initiatives. Core technologies include robotic process automation (RPA), process mining, natural language processing (NLP), conversational intelligence, text recognition, and image recognition.

For more information, [click here](#)

## Exhibitors:



Lightico is an award-winning SaaS platform that empowers insurance carriers and brokers to accelerate their customer journeys through automated workflows. With the Lightico Digital Completion Cloud™, companies leverage no-code workflows to easily collect customer eSignatures, documents, claims evidence and payments, and authenticate ID in real-time — straight from the customer's smartphone.

By unifying the previously siloed steps of customer-facing processes, businesses enjoy faster and shorter sales and servicing cycles, boost NPS, and significantly improve their completion rates.

Hundreds of enterprises, including Fortune 500 companies in highly regulated industries such as insurance, banking and telecommunications, rely on Lightico to make their customer journeys more efficient and streamlined.

**Try the interactive demo.**

For more information, [click here](#)



Our team of experts with in-depth, practical business and technology experience works with insurance companies, managing agents, MGAs, brokers and the entire value chain in the London market. We focus on the end customer experience and the best technology and architecture fit for each client's specific purpose.

Our team consists of Analysts, Developers, Testers, Project Managers and Product Owners. Customers either ask us to augment their teams or run end-to-end projects.

In our previous roles the Acini team has worked with many different international insurers (in the

USA, UK, Germany, Italy, Poland, Belgium as well as London Market / specialty carriers) where we honed our insurance specifics skills and capabilities. We ran and were responsible for various projects including business transformations, policy admin/billing/claims platforms replacement, digital portals, integrations, reconciliations, reporting and London Market messaging.

Our name Acini comes from Latin word acinus which means 'berry' or 'cluster of cells': Acini is about many independent teams or team members working together to bring more value for our customers. It also stands for our approach that everyone can make a decision as long as one can take responsibility for it, and symbolises our trust in the network effect.

For more information, [click here](#)



ICE InsureTech is an insurance software business providing award-winning Policy Administration and Claims Management solutions. The key components – ICE Policy, ICE Claims, ICE Billing, ICE Digital, ICE Analytics - collectively cover the entire journey of an insurance customer. The components are completely flexible, so you can pick and choose which services to implement.

We work with Insurers/MGAs, Start-ups/Disruptors, TPAs and Claims Management companies. Our ICE solutions enable successful implementations in weeks not years, are cloud native by design, open business APIs, no code configuration, and are proven, scalable and robust.

The ICE solution is fully IoT enabled, covering all lines of business, including connected car/telematics/property, across both personal and commercial insurance.

For more information, [click here](#)





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**Please note only industry practitioners can register as delegates:** (Actively working for an insurer, broker or loss/claims adjuster. No suppliers please\*)

\*For sponsorship and exhibition enquiries please call Phil Middleton on **020 7631 0034** or email **phil@middleton-burgess.co.uk**

**REGISTER NOW**

## How to register

Choose one of 3 easy ways to register

 **[www.Digital-Claims.co.uk](http://www.Digital-Claims.co.uk)**

 **Email: [bookings@TIN.events](mailto:bookings@TIN.events)**

 **020 7079 0270**

On receipt of your registration we will send you an email confirmation. Payment can be made by BACS or we accept:



**VISA**



Closer to 28th April we will send through a map & directions to the venue

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