

TIN Digital Claims

Transforming claims to improve customer service & deliver efficiencies

Keynote Speakers:



Kelly Ward
CEO & Country
Manager
AXA Partners UK



Graham Gibson
Chief Claims
Officer
Allianz



James Russell
Head of Claims
Transformation
Esure



Helen Rodway
Head of Change,
GI Transformation
Aviva



Melanie Kill
Director of Claims
Transformation
AXA Insurance



Alex Romanenko
AI & Data Strategy
Lead
Esure



Tim Purcell
Commercial & Claims
Strategy Director
AXA Commercial



Liz Ryan
Head of Claims
Performance &
Insights
Zurich Insurance



Tim Yorke
Group Transformation
Director
Benefact Group

Case study and breakout speakers include:

Sponsored by:



Exhibitors:



Overview

Transforming the way claims are processed and settled is a key priority for leading organisations striving to improve customer journeys, drive retention, deliver efficiencies and create sustainable competitive advantage.

Rapid developments in digital technologies, data analytics and automation have provided an opportunity to deliver a truly omni-channel, personalised experience for customers, and free up claims teams to focus on solving complex challenges, and deliver better customer outcomes.

However, ensuring your investments in claims transformation deliver positive change is easier said than done and requires a holistic approach encompassing technology, people, processes and culture.

This year Digital Claims will focus on how you overcome the practical challenges to effectively deliver this change and explore the latest claims innovations.

Topics to be covered include:

- Leveraging digital to drive up engagement, retention and build sustainable competitive advantage.
- Harnessing the power of automation and A.I to deliver a better customer (and employee) experience
- Transforming the customer experience through data & analytics, self-service and transparent claims processes
- Improving resolution times and reducing claims expenses





Digital Claims in Numbers

200+
senior
attendees

only director level
delegates in the audience

30+
expert
speakers

no press, no transcripts –
just honest, open discussion

10+
interactive
breakouts

peer learning
& benchmarking

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only £199 + VAT

Programme

08.00 – 09.00 Registration, coffee and networking

09.00 Introduction by the chair

Keynote presentations followed by Q&A

Developing a claims strategy for the digital customer

Developing a claims strategy to enhance customer service both now & in the future

- Transforming the claims experience to deliver better business outcomes
- Combining digital technologies with a culture of continuous improvement and change
- Identifying opportunities within the insurance ecosystem to create better services



Kelly Ward

CEO & Country Manager

AXA Partners UK

Successfully leveraging digital to achieve claims transformation

Transforming claims journeys and processes to deliver efficiencies and improve the customer experience

- Leveraging digital technology to reduce claims resolution times and provide a seamless experience
- Creating a culture that embraces digitalisation and improvements to legacy processes
- Utilising data and automation to overcome operational inefficiencies and bottlenecks
- Driving innovation through planned strategies



Graham Gibson

Chief Claims Officer

Allianz

Q&A

10.20 Coffee and networking in the exhibition area

10.50 - 11.50: Breakouts

Breakout one
Transforming the claims experience

Driving up engagement and retention

Sponsored by: 

Developing and deploying a digitally enabled claims strategy

- Assessing how digital customer expectations have changed and how claims can respond
- Proactively engaging with customers across all channels to improve communications, transparency and trust
- Retaining customers through exceptional claims journeys via the channel and time of their choice
- Improving employee digital tools to enhance value to customers



Melanie Kill
*Director of Claims
Transformation*
AXA Insurance

Breakout two
Improving claims operations
Leveraging digital to streamline operations

Sponsored by: 

Harnessing digital technology to remove frictional costs & deliver efficient claims processes

- Utilising insightful data to improve efficiency and customer outcomes
- Streamlining operations through digitalisation and moving away from analogue processes
- Modernising claims processes for faster and easier workflows
- Ensuring initiatives deliver the intended ROI



Thomas Simpson
*Head of Technical
Claims*
NFU Mutual



Steve Cross
Group Head of Claims
**Markerstudy
Insurance**



Innovation Stage

Innovation & strategies in customer experience & engagement



10.50

Starting with the customer to transform claims service

Andy Stevenson, *Managing Director*, Port Hill Consulting



11.05

Three people do not equal a tiger - grappling with the claims supply chain

Eddie Longworth, *Founder & Director*, JEL Consulting



11.20

Anecdotes and learnings from 20 years leading claims

Andrew Morrish, *Founder & Director*, Mackintosh Advisory



11.35

Applying innovative technology to traditional claims processes- why you need a rethink

Liz Latter, *Chief Executive Officer*, Qclaims



Please contact **Jeremy Burgess** 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 Jeremy@TIN.events

12.10-13.10: Breakouts

Breakout three

Delivering successful change

Aligning people, process & technology to deliver your claims strategy

Ensuring your transformation is a success for customers, employees and the organisation

- Creating a culture of continuous improvement in claims
- Gaining buy-in from the senior leadership team: where to start and how to ensure they stay the course
- Breaking down 'silo mentality' and avoiding 'blamestorming'
- Developing a narrative that all stakeholders across the organisation can buy in to



Natasha O'Kane
Head of Digital
Strategy & Innovation
NFU Mutual



James Russell
Head of Claims
Transformation
Esure

Breakout four

A.I and Automation

CASE STUDY

Sponsored by: **omni:us**

CASE STUDY: Leveraging A.I and automation to enhance the customer claims experience and improve resolutions times

- Mapping existing processes to establish where the bottlenecks and process inefficiencies exist
- Assessing where A.I and automation can be implemented to speed up processes
- Key criteria to ensure successful implementation
- Lessons learned and an evaluation of the ROI



Alex Romanenko
AI & Data Strategy Lead
Esure

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Case studies for delivering a successful claims strategy

Rethinking claims to streamline operations and improve customer journeys

Customers want a better, faster and simpler claims experience. However, change is multi-faceted, dynamic and tough to get right. In this session you will hear examples of how claims have been improved to deliver better customer outcomes.

Each guest will focus on a specific area of change, share their experiences and conclude with two key lessons learned or principles for future success.

Topics and themes to be discussed include:

- Developing an effective leadership culture
- Key criteria for executing effective organisational and technological change
- Defining and aligning values and purpose to engage employees on the journey
- Navigating change through a growth mindset



Tim Purcell
Commercial & Claims
Strategy Director
Axa Commercial



Helen Rodway
Head of Change
GI Transformation
Esure



Tim Yorke
Group Transformation
Director
Benefact Group



Ingrid Woodward
Head of Claims
Excellence
Formerly of CNA HARDY



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15.20 - 16.30: Breakouts

Breakout five

Meeting digital customer expectations

Creating transparent, self-service digital customer experiences

Developing and deploying a claims strategy to engage, retain and enable business growth

- Using design thinking to create customer-centric digital experiences
- Building online experiences to improve customer outcomes and not just cost reduction
- Looking at other industries to build a better digital experience
- Ensuring better experiences also deliver improved efficiency



Liz Ryan
Head of Claims
Performance & Insights
Zurich Insurance

Breakout six

Claims supply chain management

Removing friction from claims supply chains to reduce costs and improve customer outcomes

Building robust, digitally enabled supply chains that can respond in a changing business environment

- Building supply chain engagement for faster customer service
- Ensuring an integrated claims supply chain
- Moving from cost management to service delivery
- Ensuring customer communications are fast and transparent



William Quibell
Head of Supply Chain
& Loss Adjusting Services
Admiral



16.30 - 17.30
Closing panel discussion

Closing panel discussion: The future of claims in the face of disruption

Is this the tipping point for structural change in the insurance landscape

With Amazon entering insurance with its global brand, huge customer base and slick digital operating model, is this the tipping point for the transformation of insurance and the claims service?

Our expert panel will discuss what the changing digital environment means for the next generation of capabilities in claims operations.

Topics to be discussed include:

- What will a full integrated claims services look and feel like in the future?
- How will embedded and usage-based insurance change traditional claims strategies?
- Developing a proactive claims proposition
- Will you be able to find the skills and capabilities to deliver tomorrow claims experience?



Lee Dainty
*Commercial Claims
Director*
RSA Insurance



Melanie Kill
*Director of Claims
Transformation*
AXA Insurance



David Williams
Industry expert



Sponsors



Sollers Consulting is an international operational advisory and software integrator. Established in 2000, the company supports insurers, banks, and leasing firms in business transformations and adapting to modern technologies.

Over the last 2 decades Sollers has helped 100 financial groups, including Allianz, AXA, BNP Paribas Cardif, Basler, Generali, Zurich, Santander Consumer Bank, Aviva, Liberty, Beazley, VHV, VIG, NN, Warta, Amica and ING to enhance their digital capabilities.

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highly configurable platform proven in bancassurance and affinity insurance business that allows to deliver new products in fast way and truly embed insurance.

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omni:us is the leading provider of AI-powered end-2-end insurance claims automation. The omni:us Digital Claims Adjuster (DCA) enables seamlessly integrated E2E claims automation within legacy applications and existing insurance core systems, such as Guidewire, Sapiens & SAP. Integrated reference claims processes for P&C and Health, as well as a comprehensive AI-powered claims decision catalogue, help insurers reduce process costs by up to 35 percent – while significantly increasing efficiency, speed of settlement and customer satisfaction.

omni:us is ISO 27001/2013 certified and benefits from a broad network of partners, including KPMG, Capgemini, PwC, Accenture, Sollers, EY, Infosys, IBM, HCL, as well as Sapiens, Microsoft, AWS & Friss. The company was founded in 2015 and is headquartered in Berlin with offices in London & Boston.



Exhibitors



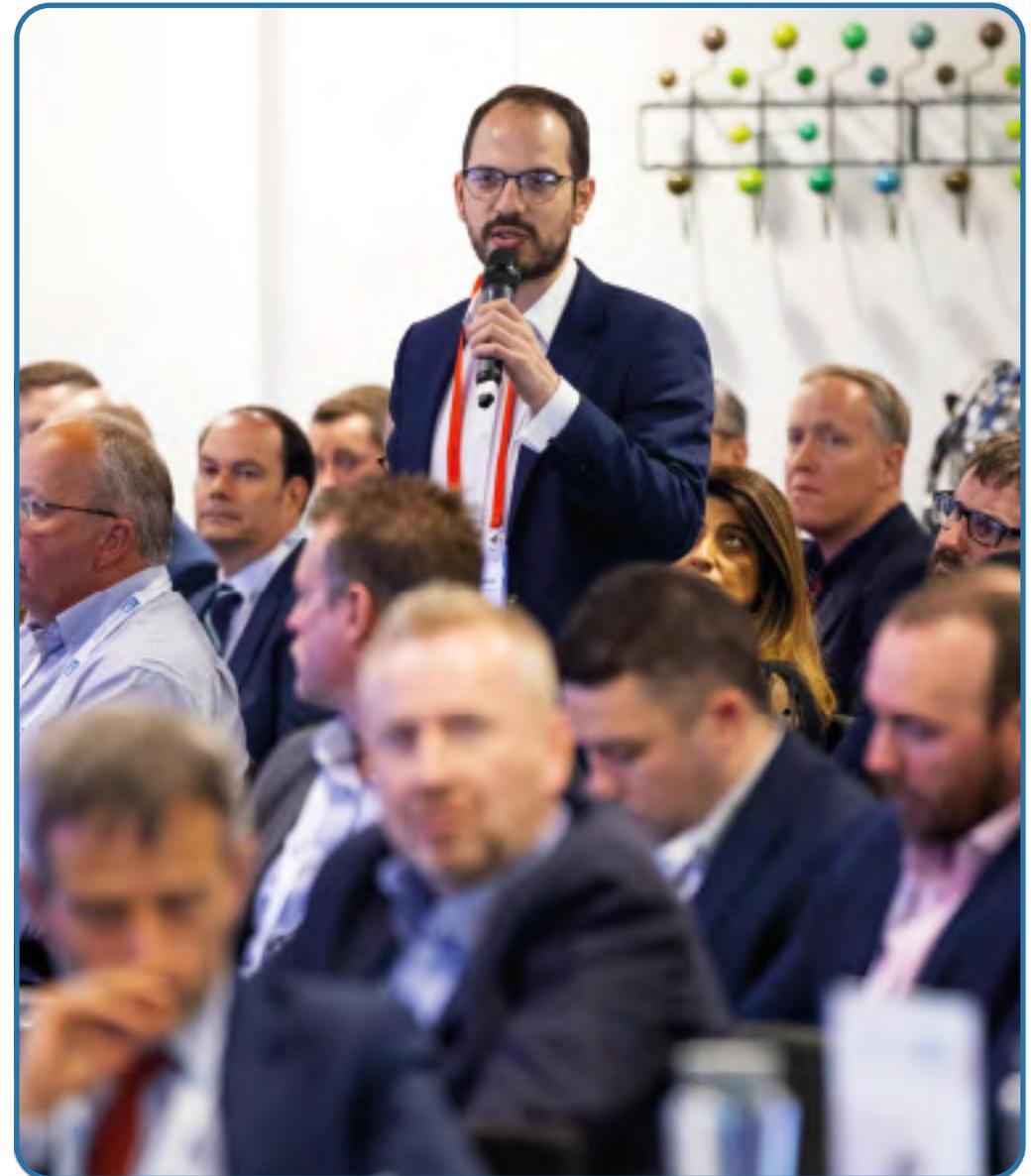
Our team of experts with in-depth, practical business and technology experience works with insurance companies, managing agents, MGAs, brokers and the entire value chain in the London market. We focus on the end customer experience and the best technology and architecture fit for each client's specific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

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(actively working as an insurer, broker or loss/claims adjuster No suppliers please*)

If you have any problems during the registration process, or would like to book more than six places, please call us on **020 7079 0270** and we'll happily take your registration over the phone.

Please contact **Phil Middleton** by phone on **020 7079 0270**. or email **phil@tin.events** for sponsorship opportunities.

**We define brokers, insurers, TPAs and loss/claims adjusters as practitioners
**We define consultants, law firms, technology and software vendors and companies offering any other service to our practitioner audience as suppliers*

Members of the press/trade publications and recruitment consultants are not invited to participate or attend.

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Closer to 25th April we will send through a map & directions to the venue.

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