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YRfree
INTELLIGENT VIDEO TECHNOLOGY

Case Study

Insurance Sector Client

YRFREE LIVEVIEW SOFTWARE, B2B & B2C MOBILE APPLICATIONS

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Revolutionary new claims processes deliver significant benefits

In today's environment getting the claim's picture quickly and simply from customers and insurers is a challenge. With several parties involved in one claim, the barrier to speed and simplicity is different systems, processes and network restrictions.

With the help of YRfree a major Insurance sector client has transformed its claims communications by creating a secure hosted area with private accounts, which requires only an Internet connection. Our client now has access to evidential live video streaming (recorded) from site and various recorded digital media, through a smart device app, which requires only standard cellular connection and no additional hardware.

The issues this has addressed

Frequently, a Loss Adjuster out on site needs to involve a third party with quick decision making or authorising next steps. Currently this often means a re-visit to site is required and paper work to be completed so that someone can authorise/agree the next steps e.g. change in repair specification or authority for variation issues to be agreed. Each time this occurs the customer has to wait and in turn the claim's progress becomes longer, often resulting in customer dissatisfaction. Subsequently, eliminating this delay not only improves customer satisfaction levels, it is also critical to managing costs through process efficiency and indemnity spend.

Our client also wanted to provide brokers and technicians with a better understanding of a claim, through narrated video footage, which could then be passed quickly and easily to other stakeholders. Current restrictions on systems and equipment made this cumbersome and costly. It became clear that our client needed a solution that would:

- Allow them to live stream from site thereby enabling immediate informed decisions to be made
- Be secure and suitable for evidential submission to a court of law
- Allow their customers and all stakeholders in the claims process to be able to access the progress of the claim without the need for system changes/integration
- Embed digital media within their product lines to aid understanding of a scenario, replacing lengthy narrative style reports or additional calls/queries
- Be cost effective and not require deployment of additional hardware
- Be easy to introduce to their field force without the need for extensive training programmes

Measures of success

- Reduced claim closure times
- Reduced number of claims with revisits on them
- Increased customer satisfaction
- Increased field force engagement

Our solution:

In conjunction with the insurance sector client, we developed our ground breaking "application". This smart device application allows our clients to:

- Create a live stream from site through the cellular network – and between multiple parties
- Record (evidential) digital media (video and photographs)

The real value is in the ability to securely record and transmit the media within a hosted secure environment.

The application splits the digital media into small 'packets' meaning it can then be live-streamed or transmitted over a standard cellular network without the need for additional expensive equipment. From a customer's perspective, it's just a simple, 'smart' tool.

The media then enters the claims portal environment meaning clients can be confident in the data security regime. This stores digital media linking it into the client's own systems, with the ability to 'speak' to other systems within the back office environment.

To ensure the system is entirely flexible and could be accessed by any 'authorised' person on any platform, our insurance sector client, customer or any authorised stakeholder is given a secure access account, which will enable them to view any claim's associated digital media using only a standard web browser.

This removes the need to transfer the media file itself, which can often be very large. Many companies restrict the file size and or digital media players used, so YRfree's approach means that all those traditional barriers are removed.

In accordance with the security permissions set, an account holder can send links to other interested parties to view the media e.g. a claims handler to an underwriter. YRfree embeds links within the reports, which take a user straight to the narrated footage.

The results/impact of the YRfree solution

The application has realised many thousands of media items created with several thousand claims files benefiting and hundreds of live streams carried on key claims. This has not only provided an enhancement to our client's core product offerings, but also created customer and operational benefits, including:

- Reduction of elapsed times by 17% for their subsidence claims Reducing the need for re-visits or additional visits by specialists speeding up the claims process. Claims with multiple visits fell by 24%
- Deployment to their contract network, to facilitate quick turnaround of repair variations
- Improved referral to clients especially when reserves required to be increased due to unforeseen circumstances
- Dispute resolution/customer complaints are swiftly resolved

Alongside the measurable benefits delivered to all parties, our client has also seen improvements in:

- Information transfer – the movement of claims to specialist has been vastly improved with a greater understanding and appreciation of the customer's claim
- Large Loss claims – this has led to the ability to quickly explain reserves and issues to underwriters/brokers
- Ease of use and security
- Governance – Privacy Impact Assessment which ensures the customers are protected; this has also included a training program for users to ensure only claim related information is captured
- Evidential – through the patent pending system, including the use of GPS technology, the live media capture is verifiable, tamperproof and therefore suitable for evidential submission to court

The client application creates an environment where a customer's claim can be dealt with accurately and quickly, harnessing the power of digital media. By putting all stakeholders in the customer's home/business within seconds means specialists can be deployed at a moment's notice or questions/issues surrounding a claim can be resolved in real time.

What do clients say?

"Just thought I would drop you an email to update you on the positive comments received following the viewing of the video footage, which was taken by yourselves having attended the insured's home. From a claims perspective I was able to watch the video link and understand the layout of the home and garage and subsequently appreciate the areas of damage within the home. I was also able to share the video with our less experienced members of staff and talk them through the case.

In view of the quantum placed on this claim I was then able to share the video links with my underwriting colleagues to allow them to see the impact that the fire had on the property and why the reserve had been placed at the level it had. In the event of any further losses occurring on a similar level, I would be grateful if you would ask your adjusters to keep it in mind to send over any video footage".

"The video is really good and adds a different dimension to the reporting process, it would be particularly beneficial in a complaint case so we could refer back to a video"

"The video is a good idea, particularly for the more complex claims – gives you an idea of damage, etc. Good that you can tie in the description of the damage with the video footage"