

An AI driven journey that outperformed the incumbent outsourcing solution to deliver over **\$750,000** in direct cost savings, more than **\$1 Million** in new business revenue and improved efficiency by over **80%**

Client Profile

The Client is a rapidly expanding commercial insurance company that employs 1300 people in more than 60 offices worldwide. They are ranked among the top 20 US brokers, writing more than \$3 billion in premium annually. The business has been recognized with multiple accolades throughout the years, including being named one of Florida's Best Places to Work. Brokers and agencies join the company because of the exceptional customer service and retention that are the result of their integrated services.

The client operates its business on the Applied Systems EPIC platform. The client team has established several initiatives to better utilize this technology and invested in automation programs to support their service teams.

The Challenge

The client initially invested in technology and business outsourcing to manage their processes. Thus, they were among the first firms in the insurance industry to see the benefits of technology throughout the policy lifecycle.

To guarantee that their service staff had the capacity to provide clients with the excellent customer experience they deserve, the client had previously deployed several BOTs to handle repetitive process transactions. They also employed a global business process outsourcing center (BPO) to review insurance policies so that their core employees could better focus on important risk-advising duties without having to worry about the significant bandwidth requirements for policy review.

The client found they were spending more than \$1.2 million on manual policy evaluation. However, they still experienced backlogs and delays. More importantly, the manual process necessitated an extra layer of quality control on their part, which increased expenses and siphoned off team resources that could have been spent providing valuable risk advice.

High Costs: Over \$1.2 Million Invested in Manual Policy Evaluation 👎

Due to manual processing, their Policy Check Lag—the period between the policy's effective date and the client's receipt of it—exceeded fifty days. Concerns about errors and omissions (E & O) compliance were strong, and executives began looking for other options that would provide better results.



Exdion Policy Check: First AI Immersion and Rollout

Among the top brokers in the business, Exdion is renowned for its AI and the value it provides in policy verification. The Exdion team possessed extensive knowledge of the Applied EPIC platform and was already a partner to six of the top fifteen brokers. The client's executive team sought a partner with technology prowess and insurance industry experience. Exdion's credibility in delivering mature and robust solutions with much faster time to market was the key factor in partner selection.

Since AI is new to everyone, it was essential to collaborate with the internal teams for them to recognize the value of its adoption. As with all its significant partnerships, Exdion worked closely with the client's leadership and change advocates to make sure it had a successful model in place to support staff's use of AI.

Exdion understands that a significant emphasis on change advocacy and training activities is necessary to achieve success in an AI transition. An awareness of each person's unique learning preferences and behavior is necessary for these initiatives to be effective. AI-related fear must be methodically dispelled. This goal was achieved by collaboration in line with Exdion's mission to provide "Humane Technology."

Members of the Exdion team and the client formed a **change council**. To better understand each client team member's unique learning preferences and styles, Exdion used its proprietary **eChange framework** to effectively profile the client team's behavioral styles to enable quick and easy technology adoption. Exdion drew in industry experts to conduct DISC profiles, identifying four main personality profiles: Dominance, Influence, Steadiness and Conscientiousness. Through tailored seminars and training programs, the change council champions navigated through issues and resolved them, establishing a flexible and dynamic framework for the adoption of new technologies and organizational transformation.



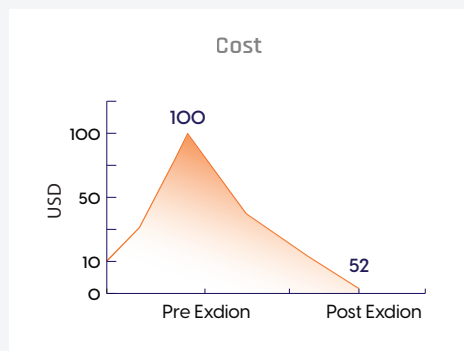
On the technology front, Exdion's policy check solution seamlessly interfaced with the client's EPIC system, allowing all policy check transactions to flow automatically through the EPIC workflow. The customer's offshore team was used to verify that the EPIC system complied with the policy. Exdion's AI automatically extracted pertinent data points from EPIC and compared them, using AI solution to find variations.

Exdion Policy Check Benefits

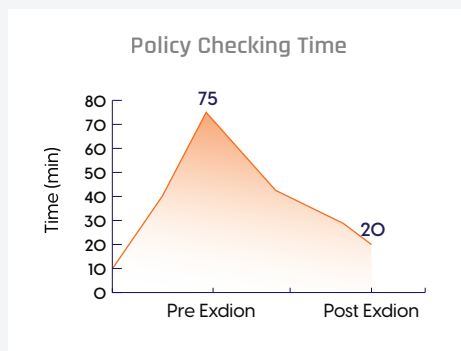
Designed specifically for the commercial insurance broker, the Exdion Policy Check platform handled the client's entire volume of more than 50,000 policies with ease, resulting in a 48% cost savings. It removed the need for manual intervention thanks to a fully automated AI-powered solution.

The client realized measurable benefits including:

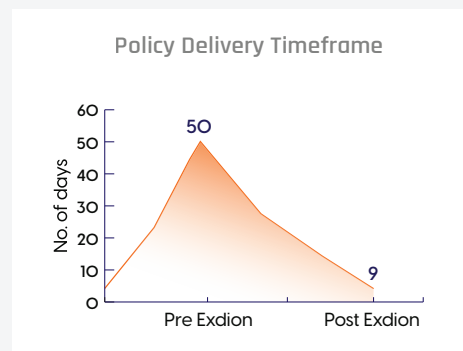
A 48% cost savings



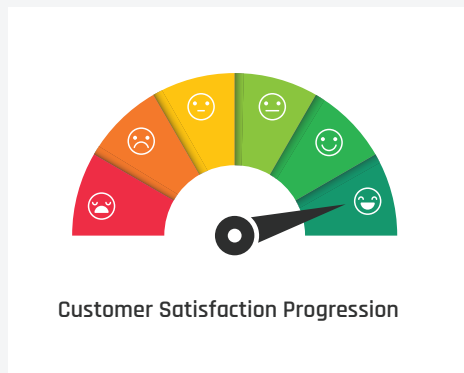
A 73% reduction in the time it took to check a policy



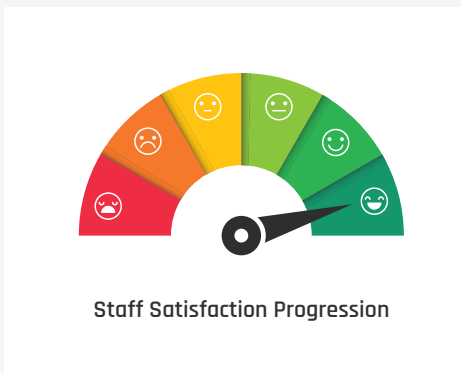
A 82% reduction in the time it took to release the policy



Increase in customer satisfaction



Increase in staff satisfaction



The client also realized significant value through freeing up staff to concentrate on risk assessment, allowing them to work smarter and with less stress.

These targeted digital initiatives transformed the customer and staff experience and helped establish the foundation for the client to become a digitally enabled company. The agency could now reduce their reliance on outsourcing and external resources while enhancing their own team's capacity and capability.

Riding the Next Wave of AI

The client's project management office, which drives the technology strategy, was quite happy with the results of Exdion Policy Check solution adoption. When the policy checking platform had been running smoothly for more than a year, with each policy being automatically verified for E&O compliance, the office then decided to advance to the next stage of AI solutions adoption for other processes. Service teams and top executives strongly supported this pursuit of the next frontiers.

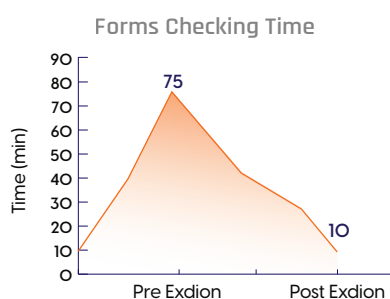
Agencies encountered instances where the absence of a rigorous review process led to actual claims and subsequent impacts. Beyond the financial implications of such situations, there is a severe strain on customer relationships, and it also affects the broker's association with their Errors and Omissions (E&O) carriers.

The client's project management team along with Exdion's AI and insurance specialists evaluated core platform improvements and upgrades to extend the value delivered by Policy Check solution. Working as collaborative partners, they identified the following areas for automation and AI solutions adoption.

Forms Comparison

When carriers update paperwork, they typically do not state the changes clearly. Client account executives, who work as risk advisors, devoted a great deal of effort to dissecting the modifications to ensure they understood them and the potential impact they might have on their clients' coverage. This analysis is an important responsibility of the risk advisor. It necessitates a thorough knowledge of carrier terms and policy language. Because of its complexity and the potential consequences of a mistake, outsourcing organizations steer clear of this task.

The solution was to employ the power of AI for forms comparison. Exdion's forms comparison solution was adjusted to isolate modified form language and concentrate on updated forms. Because the form language modifications were highlighted for speedy review, service teams reduced the amount of time it took to review forms by more than 86%. The AI oversight made sure that no important update was overlooked due to human error.

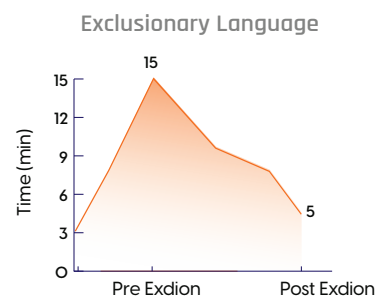


Exclusionary Language

In certain situations, carriers may use exclusionary language to restrict or void coverage, which can significantly affect the coverage provided by the policy. Finding and comprehending exclusions necessitates a deep comprehension of the different carrier clauses, a knowledge that is acquired through years of experience. A tighter agency process could detect claims or impacts before an incident occurred. This process is very complex, taking up the time of experienced executives and flustering new employees. If oversights occurred, the cost was more than simply the dollar value of a claim. The broker's relationship with their E&O carriers and with their customers suffered significantly.

Exdion's approach started with meticulously evaluating a sizable corpus of language and wordings that are exclusive. The Exdion team then tailored the AI solution to recognize and draw attention to instances on rules where such exclusions are present. This revolutionary approach aimed to streamline the review process and proactively address potential issues.

Exdion collaborated with industry experts with more than 40 years of experience to validate the effectiveness of its AI solutions. Based on their insights, its AI engine was further refined with newer rules to efficiently address exclusions.



Efficiency Gains

The traditional manual review demanded that account managers (AMs) spend 60 to 90 minutes on average reviewing a 150-page policy document. With the implementation of Exdion's AI solution, the system can now identify and list 25 to 30 exclusions, complete with page numbers and an X-Ray feature directing AMs to the relevant pages. This innovation resulted in a remarkable 70% reduction in manual effort.



Quote Compare



The client's existing procedure entailed comparing quotes by hand. The leadership group expressed concerns that this was not the most accurate approach and that the interests of the client were not always prioritized. Different carriers represented their coverages in different ways; some did not provide enough coverage, while in other situations, no coverage was provided for specific risks.



Exdion provided the client's marketing team with access to its Quote Compare platform. Exdion Quote Compare solution assisted in comparing different coverages and costs and produced a lucid result that aided in making impartial selections. It also made it easier for the younger team members to identify suitable markets and perform just as well as their more experienced peers.



In the first quarter of the roll-out, the client realized faster quote evaluations and a nearly 50% reduction in quotation to bind time. Customer experience improved due to the ability of Exdion Quote Compare to provide better structure and involve the customer in the decision-making process.

Coverage Gap Evaluation

In the broker business, missing coverages are an issue. The function of a broker is to advise clients on risks, and clients look to brokers to provide comprehensive coverage. Although seasoned producers possess specialized knowledge of the target business and are aware of the risks and coverage requirements, there is a significant chance that they will overlook important risk coverage. A lack of thorough policy word reading could result in the omission of anything as basic as medical bill coverage or something more complex like cyber coverage.

Exdion's coverage gap solution can be tailored to meet the needs of various industries and brokers. Working with their most seasoned producers and marketing executives, Exdion first identifies the broker standards for coverage. Then, this intelligence is used to train the AI engine to recognize these gaps and present them proactively.

The Exdion coverage gap solution is a priceless risk management tool that increases customer retention and establishes brokers as reliable advisors.

Producer Assistance

The largest obstacle facing producers is the enormous amount of time required to thoroughly examine an existing policy before recommending it to a potential customer. Producers often take days to respond to clients, missing countless opportunities to win new business.

After recognizing the potential of AI in the compliance space including policy checking, quote comparison and forms, the client was prepared to use Exdion's solution to empower its producers and spur revenue development.

With Exdion's AI solution, the producer enters an existing policy directly into the platform. The technology provides a rigorous checklist that can fully detect exclusions, restrictions, risk areas, and coverage gaps. Exdion's producer assist enables producers to offer deeper risk consulting and advice early in the sales process, thus raising the likelihood of winning the Broker of Record (BOR). By measuring and providing the customer with industry-specific intelligence and expertise, Exdion's producer assist solution brings unprecedented speed and value to customer interactions.

Acquisition Assistance

Advancing from compliance to production in the value chain, the next area where Exdion's AI contributes is in supporting their mergers and producer group hires.



“We used to be head hunting before. We don’t have to do that anymore. We now have a steady pool of agencies, producers and groups wanting to work with us. We now have the advantage of being selective about who we choose. This welcome change came from the producer and the servicer experience we are able to deliver through leverage of the Exdion AI platform and the fact that all this contributes to more sales and revenue for all”

– Chief Operations Officer

Exdion AI offers an objective pre-merger book analysis to be able to point out strengths and opportunities. As an example, a large group that specialized in writing Builders Industrial Risk coverage, was missing out on offering medical expense coverage to its clients on more than 80% of their policies. The ability to isolate and focus on opportunities was greatly valued by this group and reinforced their decision to merge with our client.

More than \$1 Million in New
Business Revenue

Over \$750,000 in
Direct Cost
Savings



Improved
Efficiency by
Over 80%

**Strategic Impact
through Exdion's
Partnership**

The Exdion partnership offered the client a combination of off-the-shelf smart AI products. The products helped build the base of the automated enterprise, offering immediate cost benefit and transforming customer and employee experience through focused digital initiatives. The customization helped expand value beyond traditional areas to focus on production, growth and revenue enhancement. The agency reduced its dependence on outsourcing and external resources while at the same time improving how their own teams leveraged time and expertise, creating a win-win for the employees and customers alike.

Some of Our Clients



About Exdion

Exdion Insurance is the best digital and AI strategic partner for insurance brokers, providing end-to-end solutions tailored to your individual business needs.

Awards



For more information on the Digitization
Experience or to discuss a specific use case, Email us at info@exdion.com



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