Business Challenge

While West Bend Mutual Insurance was implementing Duck Creek Claims for their claims operations, they recognized the need for a solution to manage their forms that could scale with their large organization. Due to the high number of claim forms for the many different lines of business they manage, they needed something that was robust enough to handle their documentation, yet flexible and easy to configure.

West Bend wanted to take IT out of their processes and wanted regular business users to be able to make edits to forms quickly without being experienced in Duck Creek Claims. Self-empowerment was a key factor for their team.

They evaluated solutions that met their criteria, and based on its features, reputation, and an endorsement from HTC Global Services, they settled on SmartCOMM integrated with Duck Creek Claims.

When planning for implementation, West Bend partnered with both Smart Communications’ Professional Services team and HTC Global Services in a variety of ways. Smart Communications developed and built out a claims interface with HTC’s assistance within Duck Creek Claims which the West Bend adjustors would be using in their workflows to select proper forms and documentation. HTC handled the overall project management, forms development, template building, and keyword search. Concurrently, HTC began migrating the first batch of over 200 PDF-based workers’ comp forms into SmartCOMM, as well as training the West Bend team to migrate/create new forms. The first two phases of the project only took 4 months. After the initial project was complete, HTC continued to work on “post processing” – processing and automating all documents to print, fax, and email channels.

“The beauty of the project was being able to have separate teams work in parallel with other projects and complete it without too much West Bend involvement.”

– Mohammad Aamir, IT Manager at West Bend
Business Outcomes

They were able to migrate 260+ forms in only 4 months and complete the overall implementation within 6 months. Mohammad Aamir, IT Manager at West Bend, said, “The beauty of the project was being able to have separate teams work in parallel with other projects and complete it without too much West Bend involvement.” This allowed the West Bend team to focus on their Duck Creek Claims implementation and it didn’t impact the overall timeline.

Since implementing SmartCOMM, the organization sees an opportunity to use the solution to manage all of their forms because it provides the flexibility and speed their size demands. West Bend users can make document changes and publish within a couple of hours and without the need of developers. West Bend is also excited to have email or print channels for their forms, allowing them to communicate with their policyholders in their preferred channels. The simple user interface for their team members between SmartCOMM and Duck Creek Claims allows easy selection of the correct forms, ensuring they collect and communicate the right information at every step of the way.

“One of the best features about working with SmartCOMM, within Duck Creek, would be the manageability of the product. Because of this ease of use, we are able to edit and add forms much faster. This functionality does optimize the users time more efficiently.”

– Rebecca Bryant, AIC, AIS, WCLS
Senior Claim Representative | Workers Compensation Department
Future Goals

As West Bend completes the migration of all their workers’ compensation forms, they plan to begin migrating more lines of business, such as commercial and personal. Hundreds more forms will be migrated with the continued assistance of HTC.

“"I am very pleased that through our partnership with Smart Communications, we are able to generate state specific workers compensation FROI forms upon claim set up within Duck Creek Claims. Smart Communications stays current with the individual state FROI form updates, making compliance that much easier for West Bend Mutual Insurance Company.”

– Dave Nettum, Assistant Vice President - Claims