

# RAC (WA) > OUTBOUND CLAIMS COMMUNICATIONS

0

#### **KYLIE ZATELLA** ITERATION MANAGER/SCRUM MASTER



## WHO ARE RAC (WA)?

#### Royal Automobile Club of Western Australia





Founded in 1905 by a group of motoring enthusiasts



First task was to create road maps and signage for road safety



#### **PRODUCTS & SERVICES**

Direct Insurance

Roadside Assistance

Travel

Holiday Parks

Finance

Home Security

Car Servicing





We exist to protect and enhance the lifestyle of our members (all 970,000 of them!)

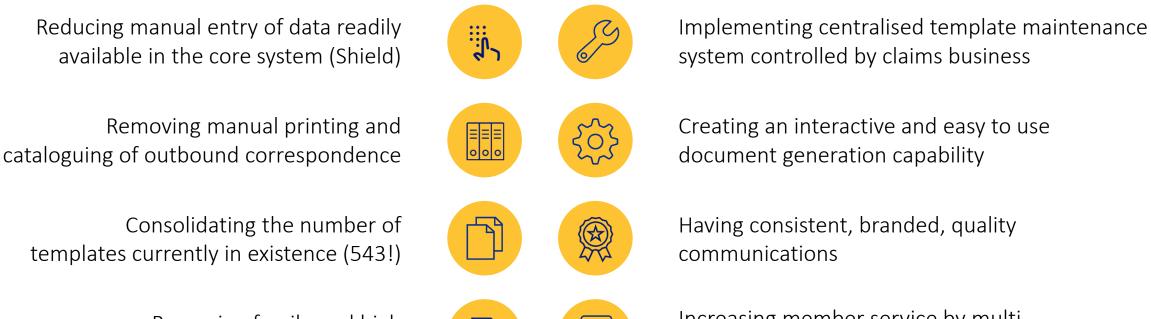


Mutual – all profits go back into creating a better Western Australia

#### **INSURANCE CLAIMS OUTBOUND COMMUNICATIONS**

#### **Project Objectives**

#### To improve operational efficiency and member experience by:



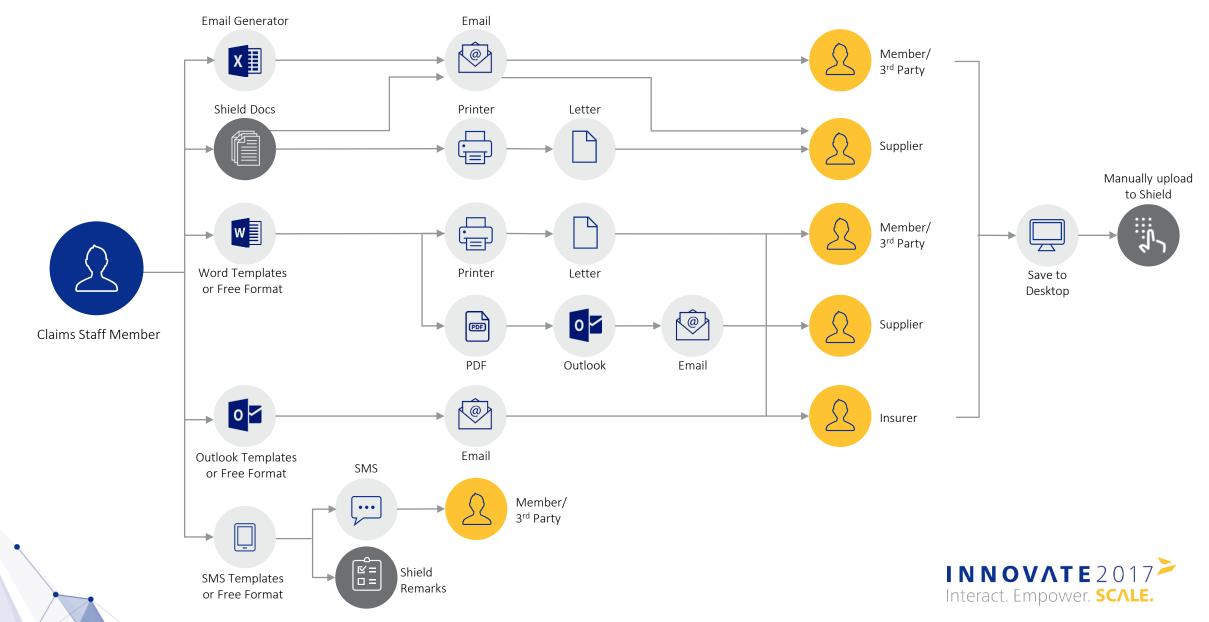
Removing fragile and high maintenance Excel generators

E

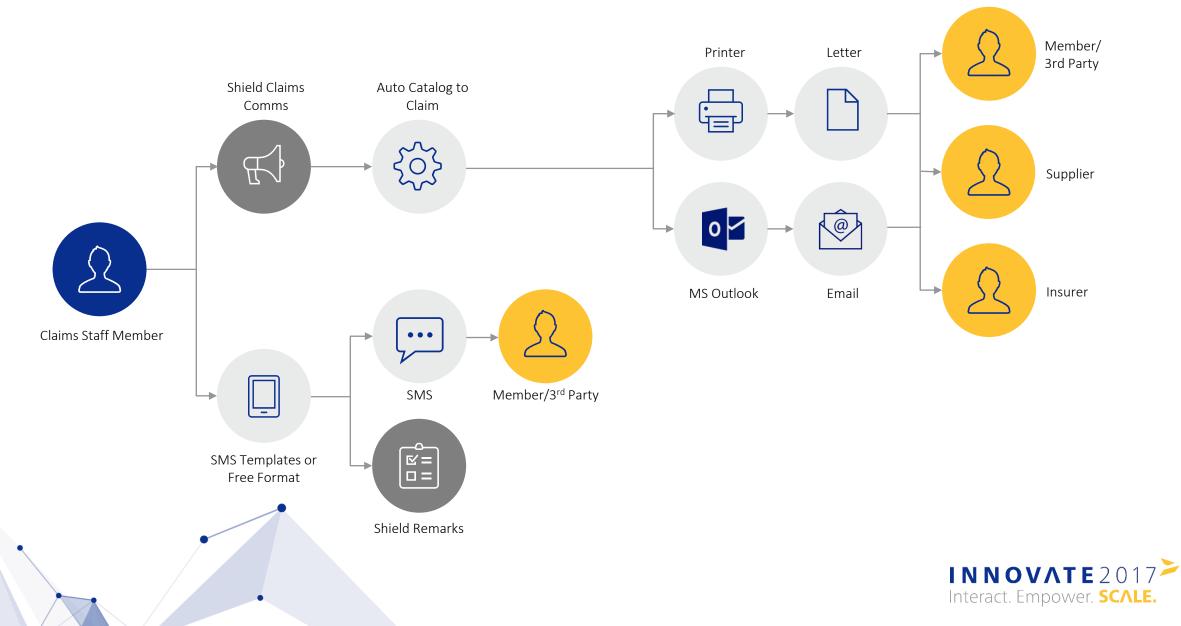
Increasing member service by multichannel correspondence that is readable on mobile devices



### **BEFORE SMART COMMUNICATIONS**



### WITH SMART COMMUNICATIONS



### **VENDOR COMPARISON (DEC 2015)**

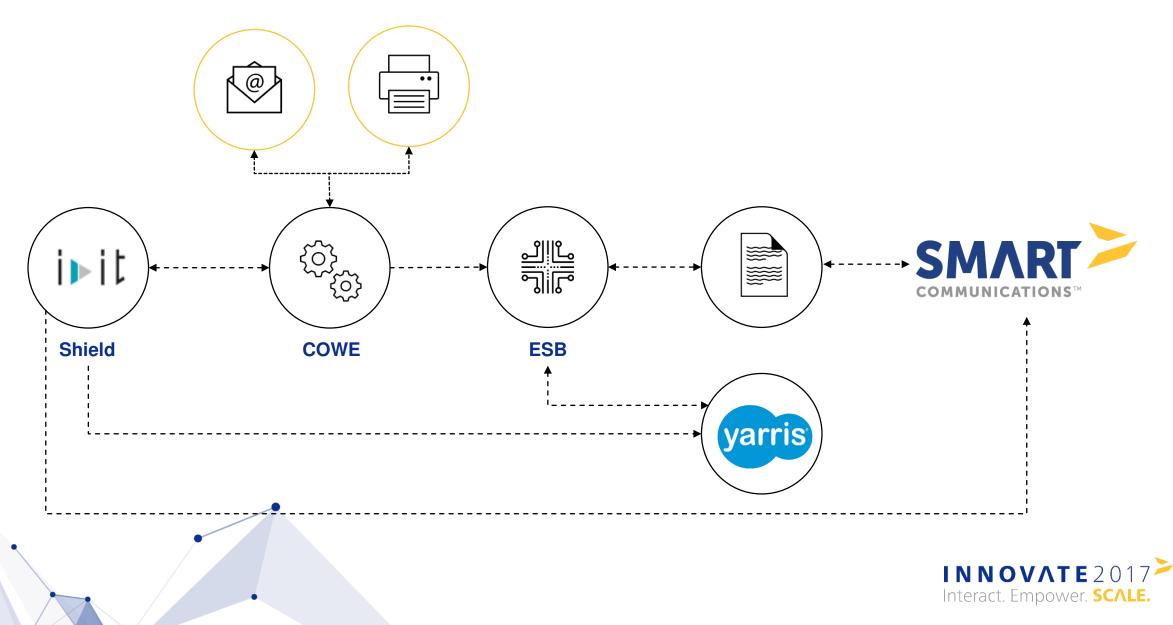
	Computershare	GMC	Smart Communications	
Member Experience	$\star\star\star\star\div\div$	$\star \star \star \star \star$	$\star \star \star \star \star \Leftrightarrow$	
User Experience	$\star\star\star\star\div\div\div$	$\star\star\star\star\star\star\star$	$\star \star \star \star \star$	
Implementation Cost	$\star\star\star\star\star\star$	$\star\star\star\star\div\div$	$\star\star\star\star\star\star$	
Ongoing Cost	$\star\star\star\star\star\star\div$	$\star\star\star\star\div\div$	$\star \star \star \star \star$	
Technical Impact	$\star\star\star\star\star\star\div$	$\star\star\star\star\div\div$	$\star \star \star \star \star$	
Risk	$\star\star\star\star\div\div\div$	$\star\star\star\star\div\div$	$\star \star \star \star \star$	
Strategic Partnership	$\star \star \star \star \star$	$\star\star\star\star\div\div$	$\star\star\star\star\star\star$	
Overall Rating	26 out of 35	24 out of 35	33 out of 35	

#### WHY DID WE CHOOSE SMART COMMUNICATIONS?





### **SOLUTION DESIGN**



#### DEMONSTRATION

AG	RACI - [Team 6 Claims Assist ]						Contact	Contact by last Name + 🤤 Campbe			K . 7	
	ft 🚺 Ses	ssions - 🕻	O Tasks	New -						Utilities - Setti	tings -	
m: 21298063 , Claimed Policy: F	IGP30824223	6, Policy He	older: Barry	Zatella   NCB Effect					Update Claim	Close Claim Action	ns -	
BARRY ZATELLA	Dashboard Claim Primary Details Claim Dependencies Tree Related Policy Claim Status History Agenda											
QUOTES PENDING POLICIES POLICIES	Claim Dependencies Tree											
	Assign Service Provider Payment Manual Actions      *							Export to excel Export to XML				
HGP308242236	Element	Description	n		Claiman Liability	Status	Liability Re	Recovery R	Unapproved	Approved Pay		
MGP306626717	+ Barry	y Zatella -	Claimant		Policyhold: Unknow	n Open	4,205.00	0.00	0.00	0.00		
MGP309213354							4,205.00	0.00	0.00	0.00		
CLAIMS	Storm & Tempest Damage to Building					Open	2,100.00	0.00	0.00	0.00		
11258713 21298063	Storm & Tempest Damage to Contents					Open	2,105.00	0.00	0.00	0.00		
ACCOUNTS	Kylie (Suzanne) Zatella - Informant											
CONTACT BARRY ZATELLA	Barry Zatella - Policyholder											
POLICY HGP305571600 POLICY HGP308242173	Kylie (Suzanne) Zatella - PolicyCoOwner											
POLICY HGP308242236												
POLICY MGP306626717	Irregula	rities										
POLICY MGP309213354												
dnenez.	Active	Manual	Paym	Description	Remarks		Seve	Date		excel Export to XML Removed By		
		Tunuu	1	Review Policy Clause			Medium		Date Remon	. Removed by		
				,								
	acona local/	10.227.5.13	9:9002		523_101					Retu	urn	
SIT2_OL01:dcv-shldwo-s002.i			J.JOUL		020_101					- need		

Interact. Empower. SCALE.

### **CLAIMS COMMUNICATIONS**

#### **Outbound Project**

0	· · · · · · · · · · · · · · · · · · ·				and here							
	Contraction, respective process	_										
A Second Second	The second secon		2 100									
	Second Second											
	Rovew	1										
	Dunes Exceptors		Recipient), R you for your recent correspondence with us.	_								
	Stress Choices Intere	branc	an confirm that you have here car coverage for this incident. Our hire car provider is Budget Car and Truck Rental. The ch locations and opening times can be found <u>here</u> .									
	Choce lat	The ve	in advise which location would be the most appropriate for you and the time and date you would preter to pick upvicup eticle. ACX will provide you with an equivalent fare vehicle until.									
	Does PH has here car coverage 7 - Yes     Does PH has here car coverage 7 - No (Ph at head)		Your car is ready for collection     Your car has been replaced									
	Tax40) Does PH has here car coverage 7 - No (TP at fax40)		• Or 2 baseness days after payment has been insued to settly your claim. The vehicle is no advanced base well opposite classes (see each opposite vehicle is a available. If you without the appropriate vehicle is a available. If you without the care cost. You and any additional the claim or the care is a careful and base your current wild frient's increase with you. Thisse be advised by advised base of the claim of the care cost. Now and any additional drivers must attend on takey your current wild frient's increase with you. Thisse be advised by advise		Claim n							
		• •	days, provided the vehicle is in the same condition as when you collected it. When collecting the five car you can pay the bond by credit. Visa or MasterCard debit only									
		HEDRY	c here to help and if you have any questions about this email, please don't hesitate to contact us on 13 17 03 or altern to this email.	abvery .								
		Kinda	regards, urabil 1 Analyng		Hi Recipient,							
		In Ter	si Anaysij		Thank you for your							
				1.0								
					Kind regards,							
					Sarah							
					Test Analyst							
					View our privacy policy							
					RAC Insurance Pty Limi							

Claim notification

#### hank you for your recent correspondence with us

the state of the second st

the second second

View our <u>privacy policy</u> | <u>Claims FAQ</u> | <u>res.com.au</u> | <u>Contact us</u> RAC Insurance Pty Limited (ABN 59 094 85 882), 832 Wellington Street West Perth Australia 600 "The tool is very quick and user friendly"

"Very easy to learn and adapt to. No need to go clicking around many places. Can easily label everything"

"It will enhance our message to improve member service"



### **RESULTS & KEY LEARNINGS**

FIRST 3 MONTHS

#### quality-based business benefits

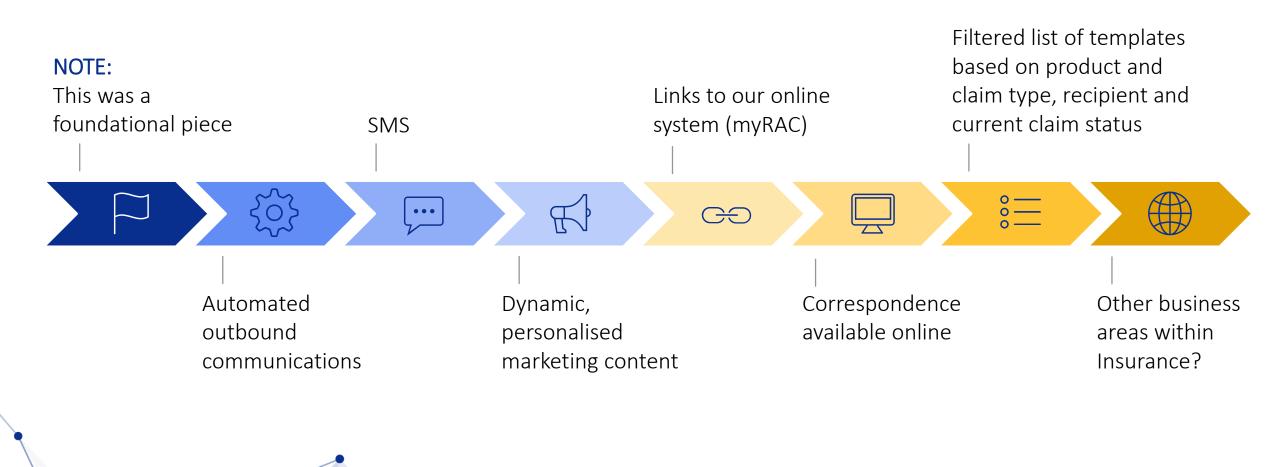


**1,000** hours saved! Users like the data pre-populating, auto-cataloging and easy to use editor

- Users don't like the locked down wording and having to update data first
- Business were unprepared for the BAU process lack of control
- 12 month project to deliver all templates too long!
- Two streams during delivery technical and business
- Template author selection is key mindset and skills
- Have to release changes to test as no XML skills in the business for ATD testing
- Template authors are team SMEs not full time so skills drop, juggling their day job
- Central Claims CI team to QA and release template changes
- Smart Communications were highly supportive, responsive, pro-active and provided good value for money. Honest and not afraid to challenge us



### WHAT'S NEXT?





### **INNOVATE** 2017 Interact. Empower. **SCALE.**

0