



RAC (WA)

OUTBOUND CLAIMS COMMUNICATIONS

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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



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



PRODUCTS & SERVICES

Direct Insurance

Roadside Assistance

Travel

Holiday Parks

Finance

Home Security

Car Servicing

INSURANCE CLAIMS OUTBOUND COMMUNICATIONS

Project Objectives

To improve operational efficiency and member experience by:

Reducing manual entry of data readily available in the core system (Shield)



Implementing centralised template maintenance system controlled by claims business

Removing manual printing and cataloguing of outbound correspondence



Creating an interactive and easy to use document generation capability

Consolidating the number of templates currently in existence (543!)



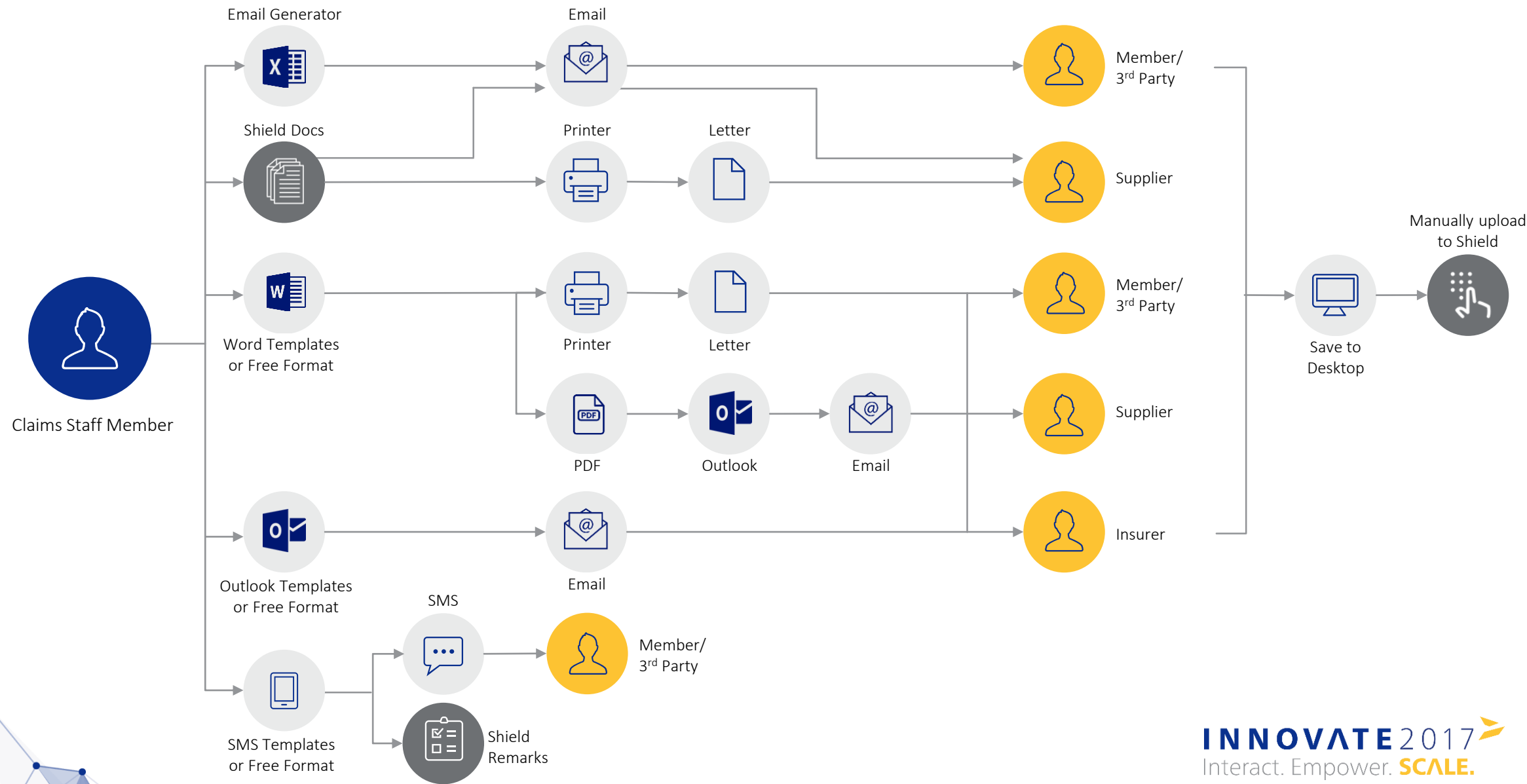
Having consistent, branded, quality communications

Removing fragile and high maintenance Excel generators

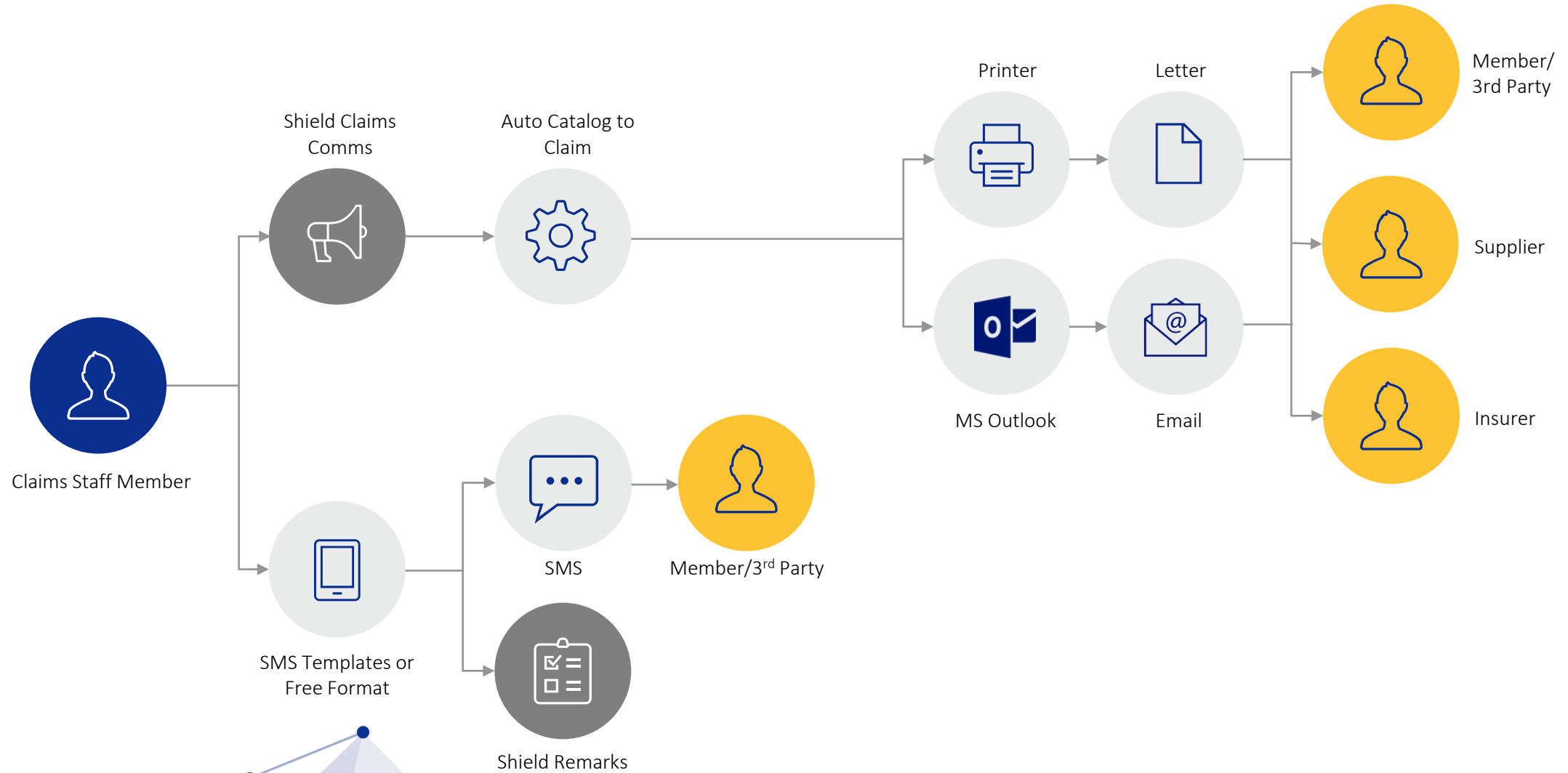


Increasing member service by multi-channel correspondence that is readable on mobile devices

BEFORE SMART COMMUNICATIONS



WITH SMART COMMUNICATIONS



VENDOR COMPARISON (DEC 2015)

	Computershare	GMC	Smart Communications
Member Experience	★ ★ ★ ☆ ☆	★ ★ ★ ★ ★	★ ★ ★ ★ ☆
User Experience	★ ★ ★ ☆ ☆	★ ★ ★ ★ ☆	★ ★ ★ ★ ★
Implementation Cost	★ ★ ★ ★ ☆	★ ★ ★ ☆ ☆	★ ★ ★ ★ ★
Ongoing Cost	★ ★ ★ ★ ☆	★ ★ ★ ☆ ☆	★ ★ ★ ★ ★
Technical Impact	★ ★ ★ ★ ☆	★ ★ ★ ☆ ☆	★ ★ ★ ★ ★
Risk	★ ★ ★ ☆ ☆	★ ★ ★ ☆ ☆	★ ★ ★ ★ ★
Strategic Partnership	★ ★ ★ ★ ★	★ ★ ★ ☆ ☆	★ ★ ★ ★ ☆
Overall Rating	26 out of 35	24 out of 35	33 out of 35

WHY DID WE CHOOSE SMART COMMUNICATIONS?



Better strategic vision
and had a roadmap



Lowest cost (yearly,
per million pages)



Cloud-based implementation
vs. onsite hosting – cheaper,
easier upgrades, data security



Interactive editing/preview,
edit in the flow of the document



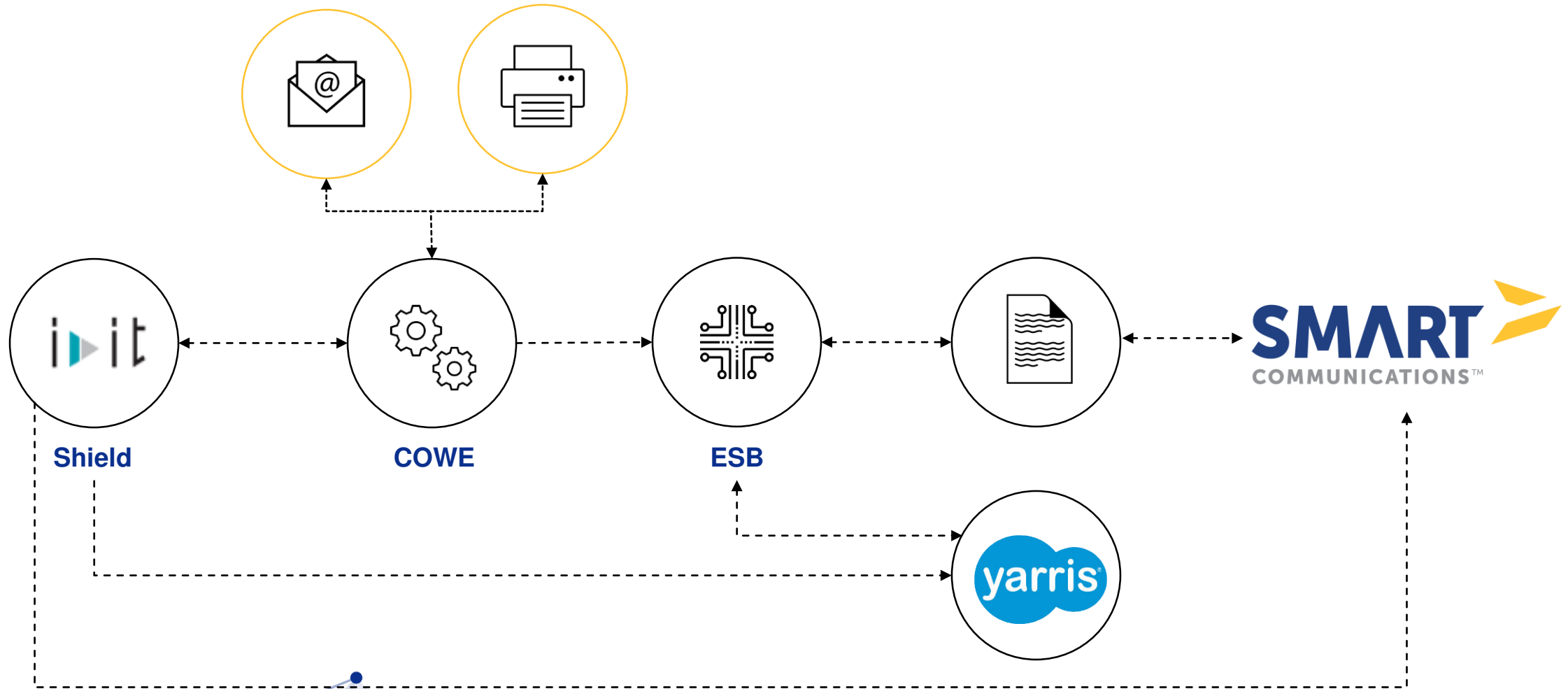
Business could maintain the
documents and had complete
control over everything
including style sets and layouts
(minimal IT involvement)



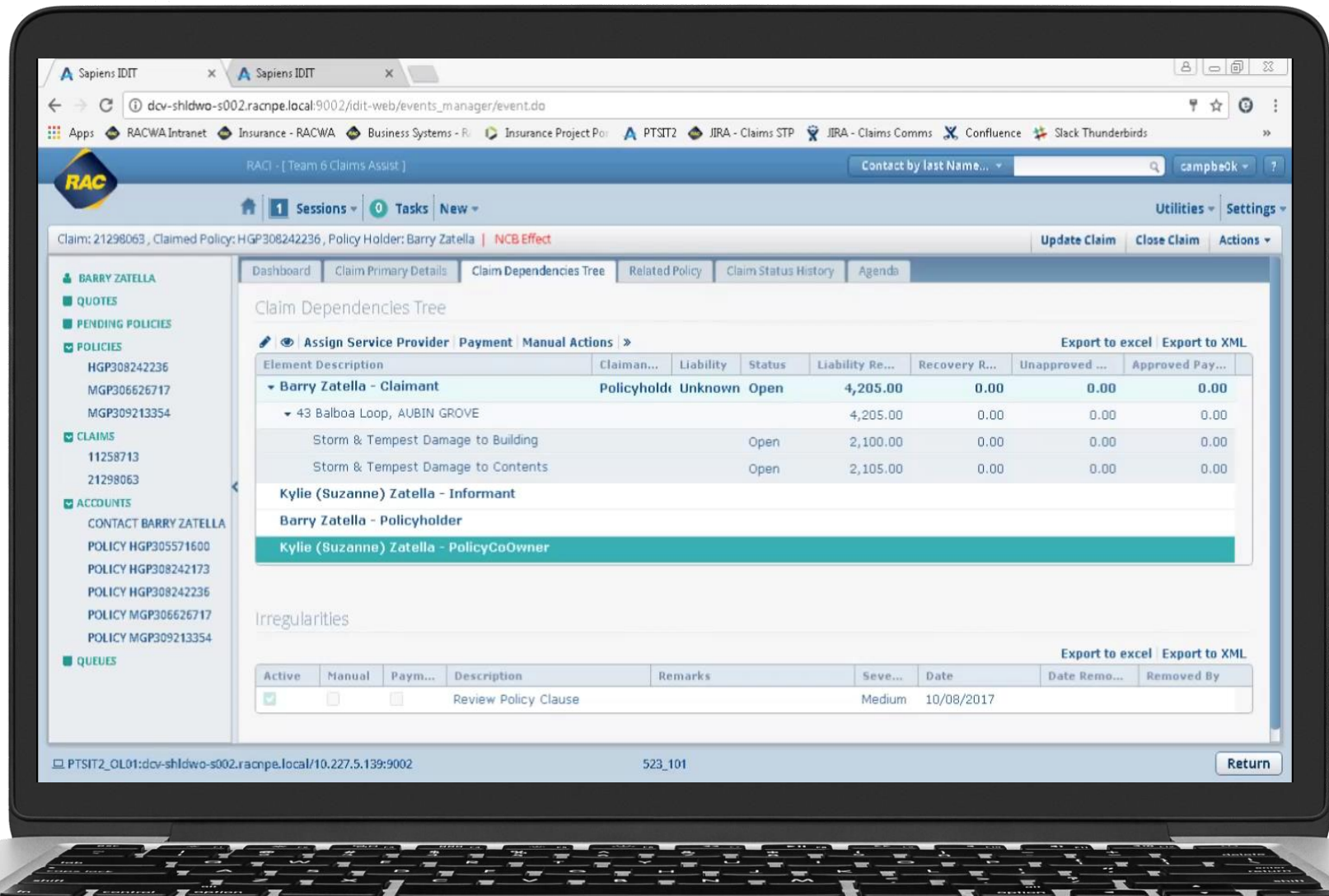
Easy to use for both end
users and template authors



SOLUTION DESIGN

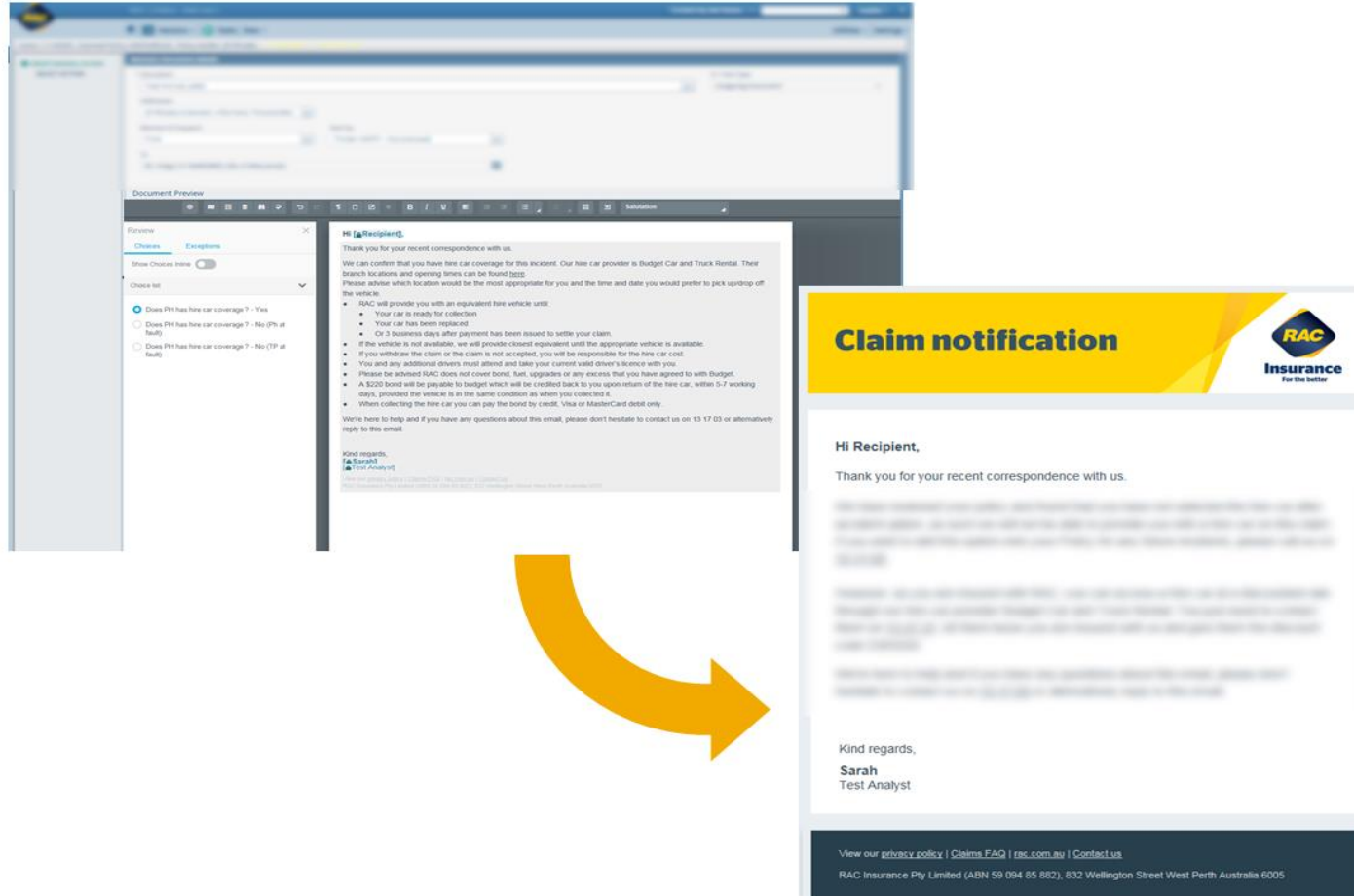


DEMONSTRATION



CLAIMS COMMUNICATIONS

Outbound Project



“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”

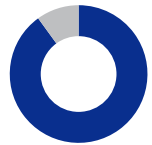
RESULTS & KEY LEARNINGS

FIRST 3
MONTHS

quality-based
business benefits



55,000 documents produced



90% emails



10% prints



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?

NOTE:

This was a foundational piece



Automated
outbound
communications

Dynamic,
personalised
marketing content

Correspondence
available online

Other business
areas within
Insurance?

Links to our online
system (myRAC)

Filtered list of templates
based on product and
claim type, recipient and
current claim status



INNOVATE 2017

Interact. Empower. **SCALE.**