Tryg Forsikring Improves Claims Experience, Reduces Costs with ClaimCenter

Keeping things simple and safe for Tryg's customers in a changing world—the company's mission—is made possible by the application of technologies that create inherent value for the business.

Tryg | ◎

Tryg Forsikring

Headquarters
Copenhagen, DK

Operations
Nordics

Business Lines
Personal
Commercial
Workers' Comp

Employees
4,400

Website
www.tryg.com/en

Product(s)
Guidewire ClaimCenter

To compete in a mature market with extreme competition and strategic initiatives designed to satisfy increasing customer demands, Tryg has an aggressive business and technology agenda. The 300-year-old Scandinavian insurance company is one of the largest non-life insurance companies in the Nordic region with activities in Denmark, Norway, and Sweden. Tryg is listed on Nasdaq OMX Copenhagen and is part of Copenhagen C25 index.

Tryg's name derives from tryghed, a Scandinavian expression related to safety, health, and economy. Being tryg means feeling protected and cared for, even in times of bad luck.

"Our mission to make it easier for people to feel safe—it's why we go to work each morning," says Tryg CEO Morton Hubbe. "This applies not only to a simple claim that they report online, where we need to ensure a simple, efficient, and automatic process, but also to a more serious claim where a customer needs a real person to restore a sense of safety in their life."

Tryg understands the keys to its successful longevity in the market, and among its ongoing strategic initiatives are claims excellence, digital empowerment of customers, product and service innovation, and distribution efficiency. With those initiatives in mind, Tryg first set its sights on improving how the company interacts with its customers, many of whom are digital natives with high expectations for fast, accurate customer service.

Benefits

- Significantly reduced claims leakage
- Create and change rules on the fly
- Positioned to take advantage of innovations such as chatbots, smart and intelligent cars, and drones

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> —Morton Hubbe, CEO

Michael Poulsen, Vice President of IT Development in Tryg's Denmark office, states that "becoming more agile is not only a decision for the teams we have, but also for the organization around us, at least not Guidewire as a vendor, who has embraced this in the best way possible."

Inger Lise Angelskar, Vice President of Finance and Development in Tryg's Norway office, describes how, when the decision was made to invest in a new claims solution, the company chose Guidewire ClaimCenter to address and overcome these challenges.

"We'd been working on creating a satisfactory automated solution for our customers for some years, and we realized that we were at the limits of what we could achieve with the old systems we had," she explains. "Our systems were different in different countries, and all were running on older legacy technology. So we realized we needed to have a complete new core on which to build our future solutions."

Merging Modern Tech with the Business

Keeping the customer journey in mind as a way to differentiate its performance from the competition, Tryg began moving to a culture of agility from an operations agenda that held silo thinking at its core. The company merged modern technologies with business where the need was greatest, where it made the most sense, and where it provided the greatest value. One agile project was to develop new products, and another was in claims—a functional business unit that processes one million claims annually.

Tryg's journey to this new world had its challenges, such as how to move from legacy technology to systems that actually deliver what the customer expects in terms of digitalization and automation.

A Compelling Value Proposition

The "value story" that Guidewire presents to insurers is a compelling one: ClaimCenter's digitalization and automation simplify the claims process for both insurers and policyholders. It provides additional ease of use with opportunities for "touchless" claims via automation, and it improves Tryg's bottom line by reducing claims handling costs.

ClaimCenter fulfills Tryg's goals of making its claims process "super-intuitive," notes Angelskar. "We want super-fast, no-touch claims handling, and this means we need to automate a lot. Because when we automate—and if we do it right—we'll make the correct

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> **—Inger Lise Angelskar, Vice President of Finance and Development**

job." But after conducting several controls, she explains, the Tryg team found that, "in many cases, the machines are doing a better job than many of our claim handlers, because ClaimCenter is doing what it's told all the time. So, for the right type of claims, the really simple ones, which represent up to 80% of our total, it's really quite well suited."

Today, ClaimCenter processes Tryg's claims using automation unless a claim drops off as an exception for manual processing.

The insurer's excitement about its larger technology agenda relates directly to Guidewire's roadmap for the future, and Tryg appreciates the opportunity to partner and collaborate with a company that continually develops new features. In particular, Tryg's no-touch claims initiative aligns with Guidewire's roadmap for claims, which includes Guidewire Claims Autopilot to enable insurers to take an automation-first approach to claims handling and uses analytics to identify and route high-touch claims to the most appropriate sources. This process alone provides value leading to reduced cycle time and increased customer retention. Furthermore, Guidewire Data Platform and Cloud Data Access present a formidable solution for insurers looking to unleash the power of big data in the cloud.

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From FNOL to claims closure, Tryg's no-touch claims process involves embedded dynamic question intake, effective rules engines, fraud detection, the ability to create and change rules on the fly, and advanced analytics that can be applied to intake, validation, damage mitigation, assessment, and other areas of the claims file. Policyholders, meanwhile, experience fast, simple, seamless engagement as well as status updates on their claims at every step.

From an internal perspective, there were some early lessons learned, admits Angelskar, as well as a hesitancy to "let the machine do the

Staying Ahead of Competition

Angelskar, who is responsible for co-creating and developing Tryg's new digital claim solution with Guidewire, appreciates ClaimCenter's ease of integration, especially with analytics models.

"This has been a positive experience. In the different steps or processes that are embedded in ClaimCenter, we can trigger a jump to our analytics cloud and run whatever models we like, get the feedback quickly, and go on with claims handling."

Overall, applying ClaimCenter's digitalization and automation functionality has had some promising results. "Working with Guidewire enables us to focus on present and future technologies, such as cloud and AI," Pouslen says.

Tryg increased customer satisfaction (currently 70% of customers file their claim online). Initial calculations of claim leakage show a significant improvement, and Tryg believes there is an additional potential to be leveraged. And thanks to ClaimCenter's ability to support no-touch automated claims processes, Tryg is pleased with its market progress.

"We think we're well ahead of many of our competitors in this area. And we want to stay ahead," says Angelskar.

The company's CEO describes the investment in Tryg's new claims system as an assurance that its technology is top-of-class in meeting growing expectations from its customers.

"By investing in Guidewire as a new claims system," Hubbe explains, "we're moving into a whole new world. We'll be able to talk with chatbots, talk to the new smart and intelligent cars of the future, and even leverage brand-new technologies such as drones that can deliver data to our new claims system."

Although Tryg is still in the middle of its digital journey, the current technologies are already making a huge difference.

"With Guidewire, we create simple and modern solutions that make us significantly better equipped to create safety for our customers—today and in the future," concludes Hubbe. "That's why this is one of the most important projects for the future of Tryg."