

Case Study: Customer-Centricity to Strengthen Market Leadership

**Award-winning digital claims
functionality delivers a new
competitive edge to a leading
P&C Insurer.**



- Founded in 1901
- Provides business, home and specialty insurance
- A leading P&C insurer in the UK with over \$4 B in revenue
- Manages >\$7.5 B in assets

"We pride ourselves on the quality of our claim services – it's a differentiator for us. Sapiens Decision helped us enable an omnichannel portal for Hiscox customers with a seamless online journey. Our business users are now empowered to make changes in decision logic quickly to speed time to market, increasing customer satisfaction."
- Hiscox

Customer Challenge

Hiscox, a leading P&C, commercial, and specialty insurer, focused its digital transformation initiatives on being digital wherever possible, but with a human touch. When the company determined it was time to upgrade its best in class claims service, it needed to maintain its hard-earned reputation and provide a more compelling customer experience.

The solution would need to deliver a consistent and fair claims experience for every customer, product and claim type. Automating claims decisions, like increasing day one settlements, would free up capacity and enhance the user experience. Ensuring robust governance and controls with greater process flexibility and visibility for business users was a priority.

Solution

Enhancing the customer experience in claims service required an upgrade from a manual to a digital omnichannel solution. Hiscox decided against building and managing decision logic in its core system due to concerns with speed to market, cost, and heavy IT involvement.

Sapiens Decision was chosen to drive the creation and implementation of a new digital claims capability. This enabled new customer journeys and experiences, and improved profitability with quicker claims settlements.

Decision also provided business analysts with a powerful tool allowing the business to control and manage changes in policies underlying customer experience, profitability and risk.

Benefits



**Enabled
business self-
service**



**Enhanced
customer
experience**



**Reduced
claim re-
allocations**



**Reduced
IT
expenses**



**Improved
governance
and control**

Outcomes and Benefits with Decision

- Enables new customer journeys to be produced quickly, increasing speed to market. Hiscox has been recognized by the industry for its responsiveness and readiness during the pandemic
- Increases customer-centricity with smart questionnaire functionality that optimizes the user experience and speeds time to market
- Increases claims staff efficiency through an annual 6% headcount cost savings at full benefit realization
- Reduces claim re-allocations by 10%
- Enables business analysts to author, test, deploy, and change business logic without IT involvement. 90% of changes can be developed and deployed with zero IT involvement

Contact us to learn more about Sapiens Decision.

About Sapiens Decision

Sapiens Decision is a subsidiary of Sapiens International Corporation (NASDAQ and TASE: SPNS), a leader in digital software platforms, solutions and services. Sapiens Decision transforms how businesses are approaching change, by modernizing traditional business rules management. Our solutions enable businesses to respond to market needs through accurate and consistent enforcement of business rules and policies. Sapiens Decision is used by major corporations in Banking, Insurance, Retail and Public Sector to implement process automation and drive digital transformation. For more information: www.sapiens.com