



Full transformation. Powerful results.

Client story

Client
Global insurance company

Sector
Insurance

Project
Intelligent automation across
core business and back-office



Client challenge

In such a rapidly changing marketplace, this insurance company launched a massive transformation to lower costs and also improve quality and efficiency. Executives focused on efficiency in order to remain competitive in its current businesses while also pursuing new markets. In early 2017, they launched a bold approach to use intelligent automation to support one of the company's business lines as well as corporate and administrative back-office processes. The goal was to better engage employees and customers while also lowering costs.



Client results

In only four months, the company had a solid intelligent automation roadmap that included automating core business processes such as customer form requests and back-office processes such as Salesforce gatekeeping and sanctions screening. By automating these processes, company leaders expect to:

- Shorten and simplify the process for customers to request forms
- Free employees to focus on working with customers to solve more complex issues
- Create consistent, streamlined and automated processes
- Shorten process time significantly
- Convert selected processes to managed services to avoid investing in these technologies and people to manage them



KPMG advisor insights

Transformation can start slow and gain momentum

This company is in the midst of a significant, long-term transformation. That's where the KPMG team came in. Using industry and domain experience coupled with knowledge of intelligent automation – robotic process automation, machine learning and natural language processing – and KPMG's broad partner ecosystem, the skilled collaborative team is helping the company pick up speed on its automation journey.

Priority processes + right technologies = better results

This company's executives are fully engaged in the transformation and focused on prioritizing processes and using the right technologies that will deliver the best possible business results. They are using a combination of robotic process automation, machine learning and cognitive technologies, depending on the process. The team is also using process and organizational change as well as digitizing data on the front end to improve even more.

Fee model can encourage success

We agreed with our client to a gain share fee structure for a portion of the work. The shared risk and reward is based on achieving or exceeding certain business benefits such as cost reduction and reducing call times.



The project

The KPMG team started working with the client by identifying processes to improve and potentially automate. The team evaluated processes across this business line as well as corporate and administrative functions including human resources, legal and procurement.

- KPMG engaged with this client in early 2017.
- We started by validating the company's preliminary list of identified automation projects and made recommendations based on cost and benefit.
- Then the team worked with the company's very engaged leaders to identify additional processes for improvement and select technologies, including Blue Prism as its primary automation technology.
- Using a rigorous methodology, we are working shoulder to shoulder with our client to select and prioritize the highest value processes and determine the best improvement method—simply revising the process, automating it or changing the process to a managed service.
- We are applying assets and accelerators to implement process improvements.
- The team continues to identify additional processes to evaluate.
- As we move automated processes into production, we will also deliver managed services to help ensure automations work and continue supporting the underlying processes.

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