# AI Helps an Insurer Cut Revenue Leakage
## *by Digitizing Mid-term Adjustments*

This case study illustrates how WNS leveraged its [Artificial Intelligence (AI)-led platform](#) to intelligently automate and accelerate data extraction for a leading insurer that provides coverage for vehicles, properties, general liability, additional interests and more.

**WNS**
**Triange**

# As we know...

The insurance sector is evolving, with customers now holding more sway than before. Companies must re-think how they provide their services to customers, incorporating greater flexibility to accommodate changes in information and plans.

Although Mid-term Adjustments (MTA) in insurance plans have become commonplace, the process generates significant paperwork. The challenge is further exacerbated when the process is manual and involves numerous change requests.

Thus, automation in insurance has become critical. Implementing an automated and scalable workflow system that can extract and contextualize data using intelligent algorithms will help insurers improve efficiency, accuracy and Turnaround Time (TAT).
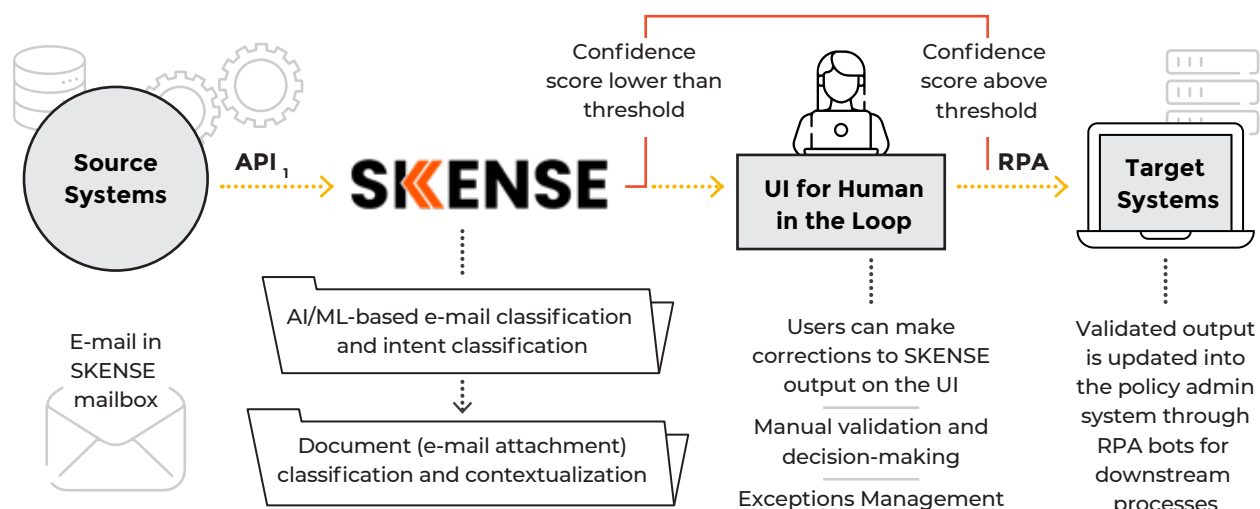
# The challenge for the client was...

It processed over 100,000 MTAs annually, necessitating a colossal volume of administrative work, complex workflow management, coordination and multiple applications. The process involved manual information updating, laborious underwriting procedures and change communication with customers.

While an extended TAT negatively impacted customer experience, manual data extraction led to inefficiencies, errors and steep operational costs.
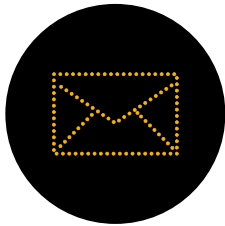
# As a co-creation partner...

WNS Triange – our data, analytics and AI practice – identified workflow management as the primary challenge and proposed an AI / Machine Learning (ML) solution to digitize and expedite the MTA process.

Leaning on Triange NxT, a core pillar of WNS Triange, we deployed our AI-led data contextualization platform, SKENSE, to automate data extraction. We leveraged sophisticated AI / ML models with computer vision to extract and contextualize details from the ACORD 175 and Policy Change Request (PCR) forms.
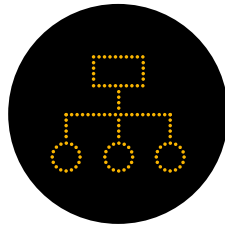
**Source Systems** — API₁ → **SKENSE** → Confidence score lower than threshold / Confidence score above threshold → **UI for Human in the Loop** — RPA → **Target Systems**

E-mail in SKENSE mailbox

AI/ML-based e-mail classification and intent classification

Document (e-mail attachment) classification and contextualization

Users can make corrections to SKENSE output on the UI

Manual validation and decision-making

Exceptions Management

Validated output is updated into the policy admin system through RPA bots for downstream processes

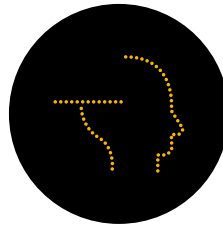**Driving Intelligent Automation in Insurance with SKENSE**

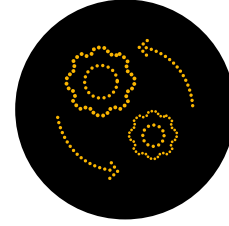# Key aspects of this intelligent automation solution included:

**Automated ingestion of e-mail-based data**

**Intelligent data classification and cataloging**

**Proprietary AI algorithm to contextualize information, and create structured and harmonized data sets**

**Final output integrated with the client application (through application programming interfaces) for further downstream processing to reduce revenue leakage**

# Embedding SKENSE in the MTA process...

Enabled the client to digitize **600+** requests daily for various insurance coverages, extracting an average of **50+** fields per request. Standout benefits included:

**99 percent** data accuracy, resulting in a significant reduction in customer complaints and improved customer experience

**57 percent** improvement in TAT

Increased accuracy in downstream processing, leading to a decrease in revenue leakage

Customized and predictable workflows aligned with insurance standards

Scalable system to handle more requests and coverages

**WNS (Holdings) Limited** (NYSE: WNS) is a leading Business Process Management (BPM) company. WNS combines deep industry knowledge with technology, analytics, and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. WNS delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. As of December 31, 2022, WNS had 57,994 professionals across 64 delivery centers worldwide including facilities in Canada, China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom, and the United States.

**WNS Triange** (formerly WNS Research and Analytics practice) powers business growth and innovation for 120+ global companies with data, analytics and Artificial Intelligence (AI). Driven by a specialized team of over 4000 analysts, data scientists and domain experts, WNS Triange helps translate data into actionable insights for impactful decision-making. Built on the pillars of consulting (Triange Consult), future-ready platforms (Triange Nxt), and domain and technology (Triange CoE), WNS Triange seamlessly blends strategy, industry-specific nuances, AI and Machine Learning (ML) operations, and intelligent cloud platforms.

Driving a futuristic edge are WNS Triange's modular cloud-based platforms and solutions leveraging advanced AI and ML to provide end-to-end integration and processing of data to actionable insights. WNS Triange leverages the combined strength of WNS' domain expertise, co-creation labs, strategic partnerships and outcome-based engagement models.

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