

## Xerox® Workflow Automation Solution for New Business Processing

New business processing is at the heart of every property and casualty (P&C) insurance company. Traditionally, it's also a manual, repetitive labor-intensive process. By automating new business processing with the Xerox® Workflow Automation Solution for New Business Processing, insurers can create opportunities to write better business, faster.

The Xerox® Workflow Automation Solution for New Business Processing makes it easy to capture and manage application forms, customer identification documents, and other onboarding information within a secure, integrated environment. This solution can help you optimize all aspects of this process, helping you reduce labor costs and cycle times associated with manual processing and enable you to improve the customer experience during the first critical interactions with your company.

To improve the quality and timeliness of new business processing, the Xerox® solution enables you to actively manage missing customer content by sending automated notifications to agents and advisors when items are either missing or do not pass validation requirements.

### The Xerox® Workflow Automation Solution for New Business Processing enables insurers to:

- Improve, accelerate and shorten the new business processing intake and processing function
- Maintain data accuracy and route relevant data into integrated core systems and processes
- Meet the demands of customers regardless of the channel being utilized
- Effectively measure volume and accuracy of applications processed



Increase your underwriters' capacity for managing new business decrease processing times for writing new business.

# Turn up the volume on new business processing.

## Automate the capture of applications from the point of receipt.

The Xerox® Workflow Automation Solution for New Business Processing automates the capture of applications at the point of receipt—regardless of file format or origination—to improve the quality and timing of new business processing activities. The Xerox® solution can also help you to automate other manual activities such as requests for missing information, SLA and production level monitoring, and responses to clients. Automation accelerates the receipt and processing of new business claims information, which may lead to increased cash flow, achieve service level agreements, and realize efficiency across the entire business.

## Write profitable business through the help of a central platform.

An underwriter's number one goal is to write profitable business for the company. Without access to accurate data their ability to process or close a claim may be severely impacted. Underwriting reviews must be thoroughly conducted while balancing the need to make quick decisions. The Xerox® Workflow Automation Solution for New Business Processing provides a 360-degree view of a client's policy or claim, and underwriters can access critical information when they need it directly from within their underwriting application.

## Measure your performance as you accelerate service delivery.

The Xerox® solution dramatically can speed up processing time by providing the ability for parallel processing—that is, performing more than one activity at the same time, such as finding documents and responding to live customer requests. By automating manual business processes, the solution enables insurers to increase their new business processing capacity, without additional labor overhead. With an automated approach to monitoring service level agreements and production levels, underwriting managers meet only the needs of their customers, and also monitor their own performance as well.

Our solution's capabilities include imaging and document recognition, electronic data capture and transformation, and work process automation, delivered into a core platform that manages electronic content and integrates with other key Property and Casualty insurance systems. The solution facilitates employees access to the information they need to do their jobs effectively from wherever they are and simplify data sharing between systems.

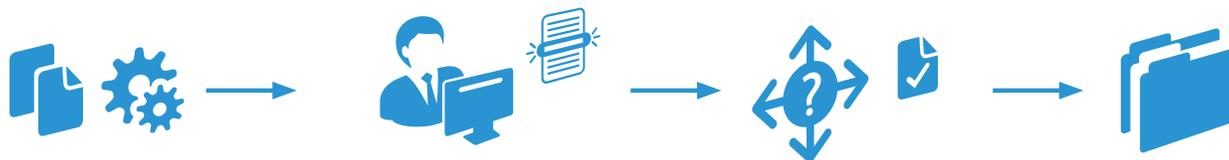
## Increase information security by eliminating paper-based processing.

By centralizing document storage and management, any information type or source - scanned paper documents, faxes, print streams, electronic forms, web content, multimedia files, emails and even industry standard data streams like XML - can be placed under records management control. This provides you with the tools to help you manage and access records you deem necessary to comply with the increasingly complex regulations that apply across insurance types, geographies and even client demographics.

## Work with a knowledgeable partner.

At Xerox, we are knowledgeable about documents and workflows; we also know that your business is unique. Our engagement process includes qualitative and quantitative assessments to uncover your unique processes so we can deliver an integrated solution with faster access to critical data for you. From initial engagement and design, to deployment and rollout, to training and ongoing support, Xerox will be with you every step of the way.

### Insurance New Business Process Flow



#### Policy Origination

- Broker data gathering
- Policy selection
- Policy / application production

#### Customer Application

- Paper, e-forms input
- Data extraction and entry

#### Underwriting

- Research additional data sources
- Application validation / eval
- Underwriter decision

#### Fulfillment

- Policy delivery / decline
- Policy initiation
- Finance/billing initiation

For more information visit [xerox.com/was](http://xerox.com/was).