

# SHIFT

## Shift Claims Intake Decisions

### Better and Faster Claims Processing with AI-based Decisioning

**Streamline the claims process from First Notice of Loss (FNOL) to claim resolution using AI to reduce losses and improve total claims outcomes. Accurately summarize the facts of a claim and recommends next steps, while identifying claims for straight through processing. Built on the Shift Insurance Decisioning Platform, the Shift Claims Intake Decisions product is powered by AI to help policyholders enjoy increased speed and transparency, while staff leveraged intelligent guidance that provides consistent claims outcomes.**

#### The situation

Policyholders tend to be very happy with simple digital insurance offerings, but can become dissatisfied when it turns out that claims processing can't match that same pace. Carriers need to deliver a simple, modern, and easy-to-use claim experience, but meeting this goal is not straightforward.

Many insurers find that the business logic they use to process claims isn't flexible enough to accommodate all or even most claim scenarios they encounter. This adds to the time and expense involved in processing claims, because human adjusters then need to review the majority of claims that the insurer receives. Meanwhile, customers experience lengthy delays between FNOL and claim resolution.

In addition, insurers sometimes face challenges providing the same kind of claims handling experience intake across multiple channels. The experience that claimants have on the phone isn't the same experience that they'd receive online. If a claimant switches from one channel to another—for example, submitting documents related to a loss or calling in to check on the status of an online claim—they might encounter lengthy delays as data is exchanged between silos.

#### The solution

Shift Claims Intake Decisions powers an end-to-end experience for claims intake across multiple channels of engagement. In other words, policyholders will be able to experience fast, fair, and consistent claims processing no matter how they engage with the insurer. Claims Intake Decisions can integrate seamlessly to power an insurer's existing frontends, or it can provide a new frontend that allows for a consistent experience across all channels.

Claims Intake Decisions provides a foundation that drives an automated intake process which incorporates powerful artificial intelligence. This moves away from the rigidity of rule-based automation platforms and towards a personalized claim experience that adapts itself to the customer's needs.

62%

Insurance CEO's rank changing customer expectations and experiences as a key challenge

65%

investing in AI to deliver better experiences

49%

leveraging AI to improve decision making

1. 49% of insurers investing in AI are realizing benefits of "Improved Internal Decision-making" - PWC 2021 AI for Insurance

2. 65% of insurers investing in AI are realizing benefits by delivering "Better Customer Experiences" - PWC 2021 AI for Insurance

3. 62% Insurance CEO's rank changing customer expectations and experiences as a key challenge - EY 2022 Global Insurance Outlook

Shift Claims Intake Decisions empowers frontline employees to help policyholders navigate the claims process more efficiently. Claims handlers can be provisioned with a modern claims environment that lets them trigger FNOL for claimants and then follow a claim through to settlement. In addition, representatives are provided with an AI assistant that provides simple next steps and recommendations based on a policyholder's individual claim.

## Shift Claims Intake Decisions key features



### Personalized experiences

Policyholders encounter fewer steps between FNOL and claims resolution—and fewer touches are required from claims adjusters



### Powerful AI

Shift's AI personalizes actions based on the context of the claim, delivering insights that accelerate claims processing



### Contextual insights

Minimize low value work and focus claims handlers on the complex situations that drive positive outcomes



### Data unification

Expertise in data unification and security allows us to unify any form of data in a safe and secure environment



### Industry experts

Unmatched claims client support with industry experts and 200+ data scientists



### Set up for success

Up and running within 4 months

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### About Shift Technology

Shift Technology delivers the only AI-native fraud detection and claims automation solutions built specifically for the global insurance industry. Our SaaS solutions identify individual and network fraud with double the accuracy of competing offerings, and provide contextual guidance to help insurers achieve faster, more accurate claim resolutions. Shift has analyzed billions of claims to date, and is the Frost & Sullivan 2020 Best Practices Award Winner for Global Claims Solutions for the Insurance Industry.

Learn more at [www.shift-technology.com](http://www.shift-technology.com)