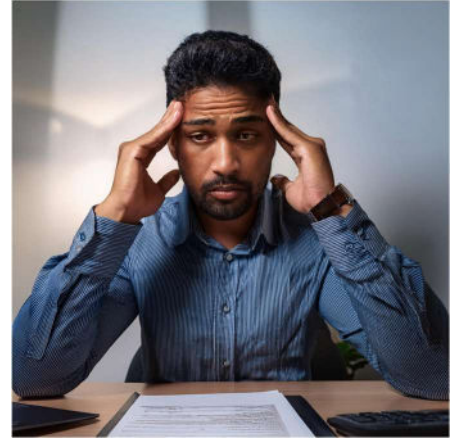


Document Management Dilemmas: A Solution to the Challenges Faced in the Insurance Sector

Solstice Innovations is an insurance technology and services company. Our flagship platform, Equinox™, is a complete ecosystem for Flood, Homeowners, and more. We aim to enable clients to meet their evolving demands while increasing efficiency and decreasing costs.



INTRODUCTION/BACKGROUND

Insurance companies frequently face challenges, from customer satisfaction and public perception to regulatory compliance issues and lawsuits. When incidents occur, they quickly become public knowledge through social media, news articles and programs, financial statements, regulatory filings, and industry reports. While document management is not the only problem, it is often a root cause.

Some recent examples include:

- State Farm and Travelers claims processing delays and customer service challenges due to misplaced and difficult-to-retrieve documents have been widely reported in local news outlets following major hurricanes.
- Allstate was scrutinized for regulatory compliance issues in certain states due to documentation failures, as reported in insurance journals and regulatory announcements.
- AIG's cybersecurity incidents in which breached document management systems exposed customer information, as reported in press releases and insurance journals.
- Metlife experienced inefficient mergers when disorganized documentation history impacted integration efforts, as highlighted by analysts during operational performance discussions.

In each case, document management issues have resulted in brand risk and jeopardized countless millions of dollars in operating expenses, lawsuit settlements, regulatory fines, and opportunity loss.

THE CHALLENGE

Document management for insurance companies has historically been complicated for various reasons, not the least of which is that insurance documents can be complex. Insurance companies must carefully balance the content of key documents to accurately and effectively communicate to the policyholder (and other interested third parties) while complying with local, state, and federal regulations and representing the company brand.

Once the content and format of the documents have been determined, the next issue is their creation, maintenance, production, storage, and retrieval. These challenges are often exacerbated when the document management system is separate from the policy, claims, and litigation file systems, which are commonly separate systems or modules in and of themselves, connected in an Insurtech ecosystem (of

Case Study: Document Management Dilemmas

sorts) through APIs or other integration methods. The result is a complex maze through which underwriters, claims examiners and customer support personnel must navigate to do their jobs, with multiple points of entry for bad actors.

Meanwhile, customer (policyholder) expectations are evolving. Customers want an experience that is fast, efficient, transparent, and fair. They want more control, better access to information, and a personalized experience, as opposed to, for example, an impersonal claims denial form letter with little to no communication occurring since the notice of loss.

SOLUTION

Equinox™, the complete insurance ecosystem for flood, homeowners, and more, eliminates these challenges on several fronts. Examples include:

1. Document, form, and letter templates are easily created, converted to PDF, and uploaded to the platform by a non-technical user.
2. The same user can then map data as appropriate to the new template and change existing templates using built-in configuration tools.
3. Documents such as declaration pages, elevation certificates, and claims letters are automatically generated with accurate data and information through configurable work queues and tasks.
4. The built-in electronic signature process makes it easy for agents and policyholders to review and sign important documents.
5. All documents are automatically tied to the appropriate policy and claim, which are maintained and stored in the same cloud-native system for easy and secure retrieval as needed.

The customer portal makes it easy for the policyholder to retrieve, review, or sign documents on demand, report a loss, and communicate directly with the claim examiner. Important updates are also automatically pushed to the policyholder.



RESULT/IMPACT

Using Equinox™ results in an immeasurable improvement in document management and mitigation against economic, regulatory, legal, and reputational risks associated with poor, inefficient, and insecure document management practices.

Operational efficiencies are gained because users, whether underwriters, claims personnel, customer support representatives, or otherwise, can easily retrieve all of the documents associated with any policy or claim from a single, secure location.

The customer experience is improved because the operational support resources can more effectively do their jobs, and the policyholders can easily retrieve important documents and initiate or participate in the administration process with improved communication and transparency made available through the customer portal.