

Global Financial Services organization scales use of RPA to respond to the increased volume of claims due to COVID-19 and reduces errors by 90%

This customer is a financial services company that offers a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services.

Company Profile

Industry: Financial Services

Employees: 51,000+

Annual Revenue: \$64 Billion

Customer Since: 2018

“We’ve been able to reduce errors by 90%, ultimately helping us deliver our bots faster and support our customers better than we could’ve before.”

- Director of Business Process Automation Delivery

The Challenge

This financial services company that offers a variety of products and services, has leveraged robotic process automation (RPA) within certain aspects of their business. However, their claims processing was labor-intensive and inefficient. In the wake of COVID-19, the team responsible for processing claims became overwhelmed as they could not keep up with the sudden and significant increase in the volume of submissions, leading to a 2x increase in errors during processing and frustrated customers that was increasing the risk of churn.

The company considered hiring more claims processors or outsourcing to help meet the demand, but this would lead to a significant increase in costs for full time employees (FTEs). They also looked at how they could take tedious, mechanical processes that are excellent candidates for RPA and automate them. They considered targeting their most labor-intensive processes to reduce the current strain on their employees. In the end, they decided to focus on increasing their use of robotic process automation.

The Solution

Blueprint worked closely with the customer to get them out of Word documents and Excel files, and have them work directly in Blueprint’s centralized repository. Using Blueprint’s Enterprise Automation Suite, they were able to model their end-to-end process for processing claims. In Blueprint’s Business Process Modeler they performed their process decomposition to identify what could and should be automated to increase the speed and quality for their claims processing. With Digital Blueprints they were able to automate 30% quicker with a 90% reduction in errors.

“Responding to the increase of claims in the wake of COVID-19 was just something we weren’t prepared for. We needed a robust tool that could seamlessly connect business outcomes to business processes so we can ensure we’re not only meeting the growing demands of our customers but also our needs as a business - Blueprint is that for us.”

- Director of Business Process Automation Delivery

Key aspects of the Enterprise Automation Suite that drove automation success:

- **BlueDocs Document Importer** - During the discovery phase, the organization used the document importer to digitize information stored in PDFs or in Microsoft Word into Blueprint’s collaborative online platform.
- **Test Script Mining** - The organization was bound to legacy systems that held critical information about claims processing. The automation team leveraged this capability to extract information, model the process, and fill in the gaps on any missing pieces.
- **Business Process Modeler** - The automation team was able to capture, connect, design, and optimize business processes to be aligned with organizational strategy, regulatory obligations, and automation objectives.
- **Reviews & Approvals** - Prior to automation, stakeholders were constantly reviewing and fixing mistakes. With reviews and approvals built into the process, supervisors are now spending less time revising work and employees are spending more time on value-add tasks.
- **Impact Explorer** - Teams leveraged trace relationships and the impact analyzer to make change management easier. Trace relationships were used to relate critical information to business processes for automation, and the impact analyzer gave teams a complete visual map of all the processes a regulation is related to. This capability significantly reduced the risk of non-compliance.

Benefits Achieved



The Results

By leveraging Blueprint’s Enterprise Automation Suite, the customer was able to accelerate RPA development by 30%, allowing them to automate portions of their claims process when they needed it most. Using Blueprint’s centralized repository to build their Digital Blueprints reduced their documentation efforts by 75%, but also lowered bot maintenance costs by 30% due to the rich contextual information and clear guidance that was provided to developers in Digital Blueprints.

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Blueprint Software Systems is a global software leader that provides a better way to collaboratively analyze, model, and deliver business processes for automation. Our award-winning cloud-based platform, the Blueprint Enterprise Automation Suite, is used by Fortune 500 companies around the world to build Digital Blueprints, which enable teams to design and deliver higher-quality automated processes, faster. With numerous integrations into the leading RPA platforms, our customers use Blueprint to help them accelerate and scale their use of RPA, improve automation governance, reduce compliance risk and bot maintenance, and drive continuous improvement and growth across their organization. For more information, visit www.blueprintsys.com

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