



# Automating Insurance Claims-Processing for a Leading American Healthcare Company

Enhanced digital capabilities for processing agents on the Now Platform®



## Client background

**Client:**

An American healthcare products and insurance company

**Headquarters:**

Minnesota, USA

**Legal Status:**

For-profit managed company

**Employees:**

+300,000

## The challenge

Slow, inaccurate claim validations were increasing customer attrition, inflating costs, and draining revenue streams.

• **Multiple legacy claim systems**

Several different business areas were running on outdated systems.

• **Inefficient processes and communications**

Certain business areas were using SharePoint, emails, and manual spreadsheets to manage claim submission and validation.

• **Lack of standard knowledge base**





Assistance for claims agents was inconsistent.

• **Limited visibility**





Oversight of agent and team performance was limited, especially on the organizational level.

## The solution

Wipro proposed a comprehensive CSM-based solution with flexible, modernized internal systems.

-  **Standardized claim submission and validation process** through one system and one architecture, across all the business areas
-  **Dynamic, automatic workflow orchestration** Single product prioritizes workflows and routes them to agents based on skill and availability
-  **Automated productivity tracking** Personalized dashboards and reports
-  **Enhanced claim processing** Alert and escalate requests based on SLA and OLA

## Business impact

-  **Customer satisfaction** Improved with more efficient claims validation
-  **Productivity** Increased with greater visibility, and automated prioritization and routing
-  **Operational efficiency** Increased with greater visibility of agent productivity, aiding in capacity planning and forecasting
-  **Revenue streams** Restored and leaks mitigated by reducing the number of false claims processed through standardized approval processes

“Wipro’s team of process consultants and ServiceNow™ experts delivered a fully automated claims-processing solution in a fast and efficient manner to help the customer quickly improve their processes and realize tangible benefits. Being an Elite partner of ServiceNow, Wipro leveraged its homegrown accelerators and best-practices templates to go live well ahead of the target date.”

**Chenna Ganesan,**  
Global Practice Head, ServiceNow Emerging Applications,  
Wipro Limited





**Wipro Limited**

Doddakannelli,  
Sarjapur Road,  
Bangalore-560 035,  
India  
Tel: +91 (80) 2844 0011  
Fax: +91 (80) 2844 0256  
**wipro.com**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services,

strong commitment to sustainability and good corporate citizenship, we have over 180,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,  
please write to us at **info@wipro.com**