Let’s take a step back and reimagine claims for the digital age, providing insurers an opportunity to do insurance differently. The insurance value chain is in transition, which means the way customers interact with insurers is shifting. To thrive in a new era of connected devices, new partnerships, demands for faster service, and the evolution of digital transformations, insurers must merge both the inside and outside view of their operations.

To be successful, insurers must be able to support the following:

1. **Enhanced business capabilities with underlying support of technology solutions.**
2. **Digital content services platform that can be used as a single-powerful-claims-solution.**
3. **Robust enterprise information platform like OnBase.**
4. **Complete your digital journey by downloading the whitepaper, A COMPETITIVE DIGITAL LANDSCAPE — Understanding of the digital demands and supply in the market.**

**Current claims capabilities**

**TWO BRANCHES OF CLAIMS CAPABILITIES**

**CUSTOMER-CENTRIC**

- **Data**
  - **Data**
  - **Data**
  - **Data**

**OPERATIONALLY-FOCUSED**

- **Content**
  - **Content**
  - **Content**
  - **Content**

**Enhanced business capabilities with underlying support of technology solutions.**

**Digital Content Services Platform Capabilities**

- **Content management:**
  - **Content management:**
    - **Content management:**
    - **Content management:**
  - **Workflow:**
    - **Workflow:**
      - **Workflow:**
      - **Workflow:**
  - **Content creation:**
    - **Content creation:**
      - **Content creation:**
      - **Content creation:**
  - **Digital capture:**
    - **Digital capture:**
      - **Digital capture:**
      - **Digital capture:**

**Making information instantly available**

**Current claims capabilities**

**A COMPETITIVE DIGITAL LANDSCAPE**

**P&C customers’ evolving preferences**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>Better mobile experience</td>
</tr>
<tr>
<td>61%</td>
<td>Better online communication</td>
</tr>
<tr>
<td>72%</td>
<td>More likely to purchase from a company that offers personalized, omnichannel service</td>
</tr>
</tbody>
</table>

**Adapting digital value across the ecosystem**

**Electronic archival of claims photos**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>Increase in conversion ratesiii</td>
</tr>
<tr>
<td>52%</td>
<td>Reduce anti-fraud capabilities</td>
</tr>
<tr>
<td>72%</td>
<td>Increase in profitabilityi, ii, iii</td>
</tr>
</tbody>
</table>

**SUCCESSFUL INSURERS STAND TO GAIN:**

- Better customer satisfaction
- Improved profitability
- Increased operational efficiency
- Quick time-to-settlement (41%)
- 100% of insurers expect to reap rewards of long-term growth and profitability to transform their businesses

**The makings of a digital insurer**

- Digital Content Services Platform Capabilities
- Making information instantly available
- Enhanced business capabilities with underlying support of technology solutions
- A single powerful claims solution like a digital content services platform
- A robust enterprise information platform like OnBase
- Complete your digital journey by downloading the whitepaper, A COMPETITIVE DIGITAL LANDSCAPE — Understanding of the digital demands and supply in the market.