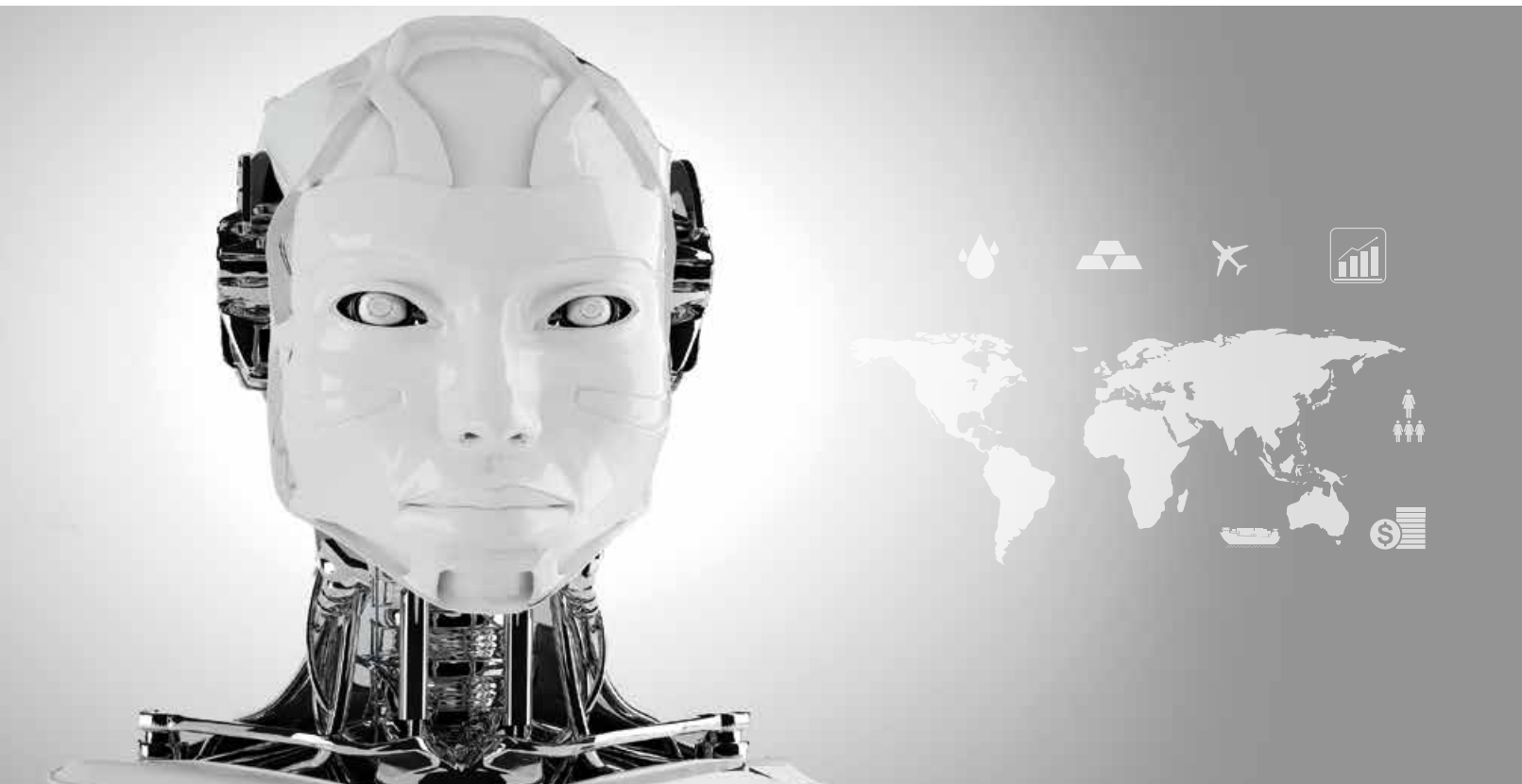


AN INTEGRATED APPROACH TO **AUTOMATION**





## Automation – The New Revolution

The ever-evolving IT, driven by the rapid advancement of technology, organizations are considering automation as part of their transformation equation. As the push to go increasingly digital and do more with available resources intensifies, the need for organizations increases to look for ways to achieve greater operating efficiencies and support growth increases exponentially.

### Organizations using Automation solutions typically experience benefits beyond cost reduction

#### Decreased cycle time and improved output

Software robots are designed to perform tasks faster than a person can and do not require sleep — making 24x7 operations possible.

#### Flexibility and scalability

Once a process has been defined as a series of instructions that is suitable to execute, it can be scheduled for a particular time, can be quickly deployed to perform it seamlessly.

#### Improved accuracy

Eliminates human error resulting in increased quality

#### Improved employee morale

The tasks and processes most suitable for automation are typically the most onerous and least enjoyed. Employees relieved of these can be refocused on more rewarding tasks and move up on the value chain

#### Detailed data capture

The tasks performed by a software robot can be monitored and recorded at every step, producing valuable data and an audit trail that can support further process improvement and also help with regulatory compliance.

### Did you Know?



#### Work force Reduction

40 - 50% of work activities were automated



#### Increased Quality

99% accuracy



#### Cost Savings

\$2 trillion savings in global workforce costs expected by 2020



#### Processing Time

Reduce by 80-90%



#### Scope of Automation

40 - 50% of work activities can be automated

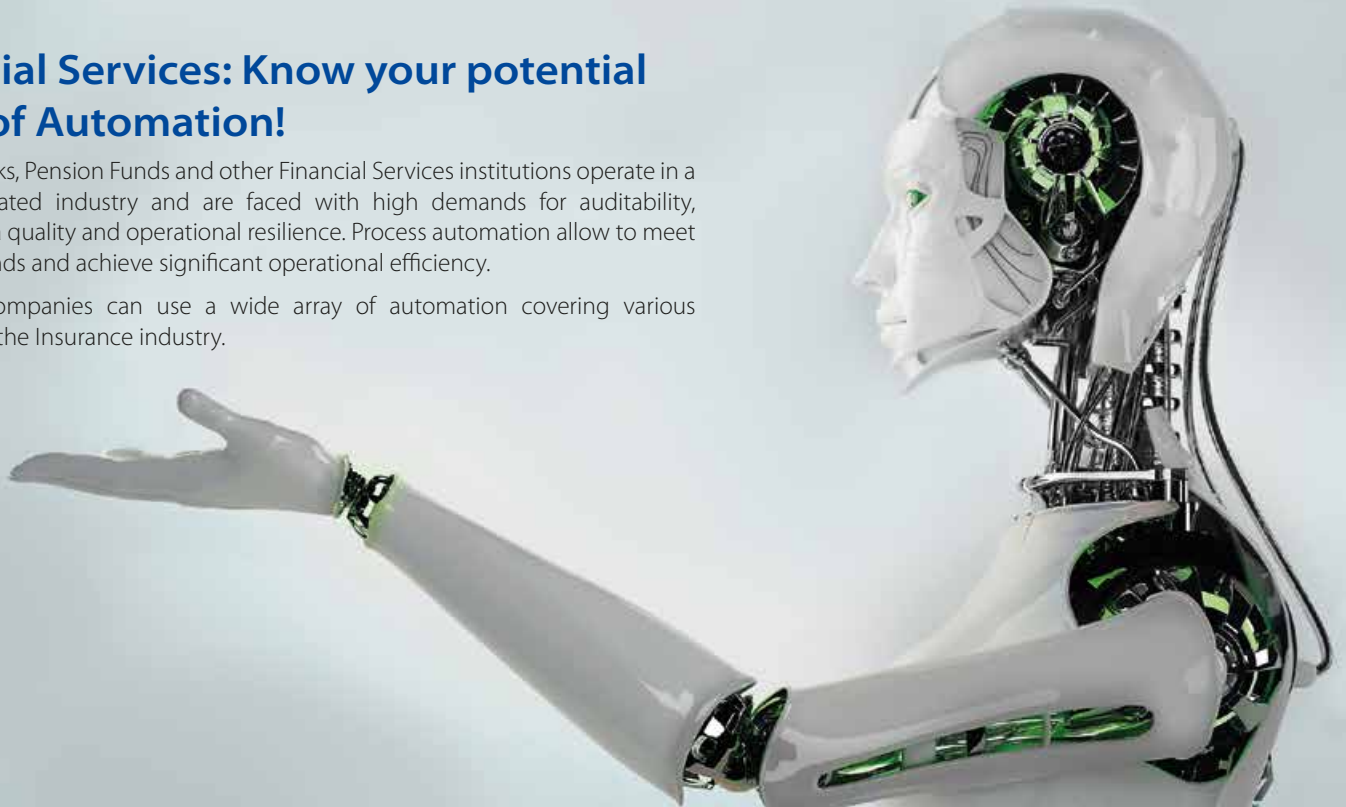
A medical insurer used software robots to process claim adjustments, with a 44% cost saving compared to manual administration.

Source: Cognizant Trizetto

## Financial Services: Know your potential areas of Automation!

Insurers, Banks, Pension Funds and other Financial Services institutions operate in a highly regulated industry and are faced with high demands for auditability, security, data quality and operational resilience. Process automation allow to meet these demands and achieve significant operational efficiency.

Insurance companies can use a wide array of automation covering various functions of the Insurance industry.



### Business Process



- New account verification
- Data validation
- Customer account management
- Financial claims processing
- non financial transactions

### Digital & Mobility



- Test automation
- Application testing
- Mobility testing

### IT Infrastructure Operations



- Creating new accounts
- Batch processing
- Printer set-ups

### Reporting & Analytics



- Bank reconciliation
- Fixed assets analysis
- Vendor and customer account creation
- ERP logging from another system
- Software installations and updates

Your Customers are expecting



State-of-the-art customer experience



Simple intuitive services & processes



Instant response 24/7



Services that are integrated with the 'internet of things'



## Putting the pieces together...

Combining Synergy's comprehensive knowledge and experience in the Insurance industry & Robotics Process Automation, we help clients identify suitable areas to automate and partner with them to refine their process to facilitate an automation-enabled process.

## What we offer?

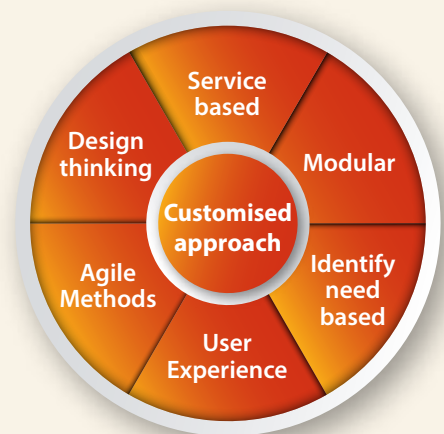
We collaborate with our customers' business and technology specialists, applying human-centered design and agile delivery techniques. This develops applications that are designed from the outset for self-service, achieving high levels of user engagement and enabling reduced cost for service delivery.

**User Experience** – Increased customer and staff engagement by designing your applications which is easy to use, free from repetitive work which enables them to concentrate on high value deliverables.

**Design thinking** – Customer and User experience modelling, impact assessment and BCP

**Service based** – Enable increased overall pace of change. Connect user groups and business functions to form powerful integrated networks.

**Agile Methods** – Understand your goals, deliver early, learn, adapt.



## What we have done

**Client** : Leading European Insurer  
**Business area** : Employee Benefits  
**Application area** : Outpatient Claims

### Problem statement :

Our client was facing recurring issues with long TAT, high call-volumes and poor tracking method for the submitted claims. This was due to over-dependence on the mainframe system leading to processing errors & missed SLAs causing poor customer experience.



### The areas we made a difference

01

Long system downtime, resulted in processing delays

-users can now capture data during offline

02

Due to volumes, staff worked overtime

-due to 'auto processing function, staffs are now able to focus on core insurance activities'

03

TAT ranged from 4 days to 20 days for simple claims

- TAT now is between 2 days – 7 days based on the claim settlement cycles

## Success Story: Benefits

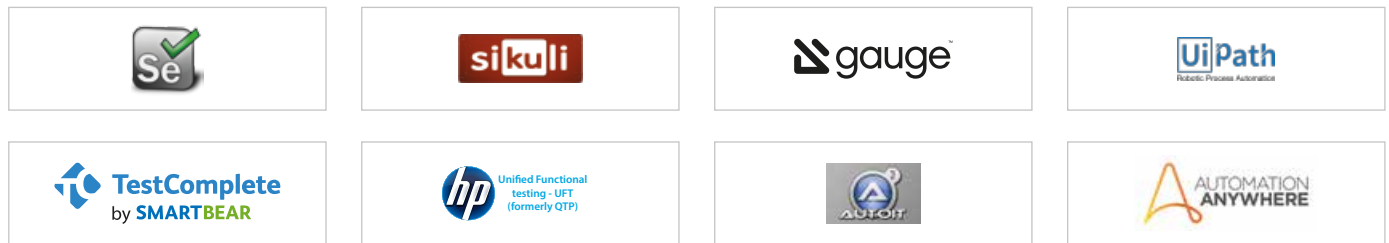
The process automation enabled the client to identify and eliminate the process inefficiencies and redundancies and now the Claims settlement time has improved by 50% of the original processing time resulting in improved customer experience.



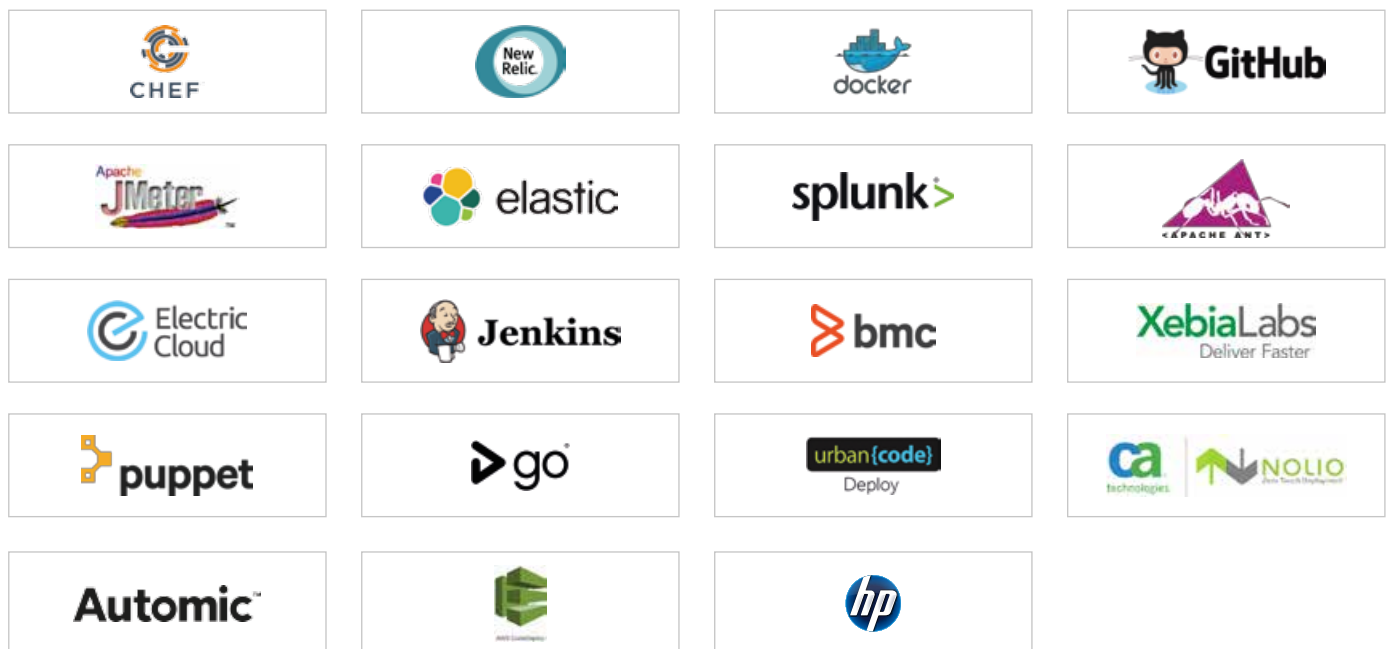


## Automation tools

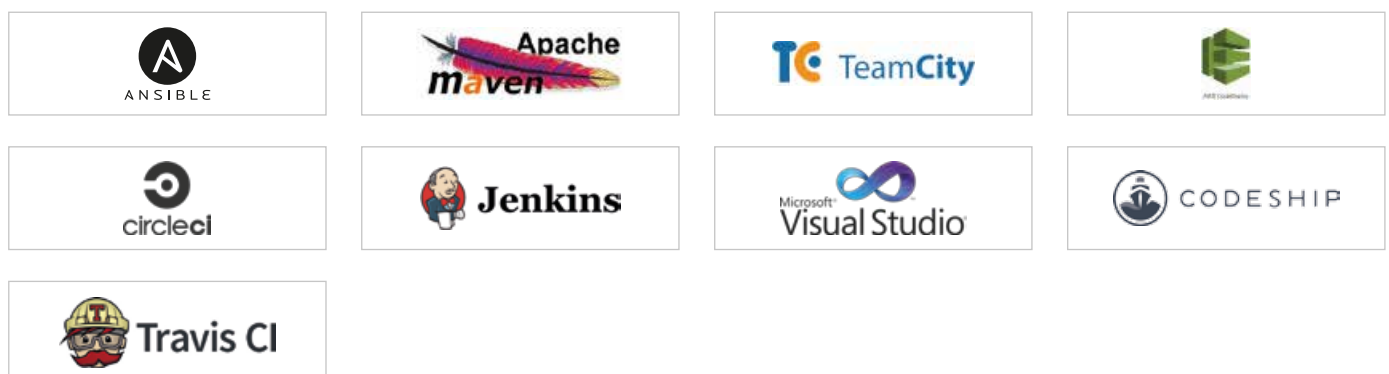
We have skills across open source and proprietary tools and some of the examples are given below.



## Deployment Automation and Continuous Delivery Tools (DevOps)



## Build Automation tools



## Why Synergy?

We are a team of skilled automation technology resources in consulting and delivery management. Over the years, we have partnered with organizations to identify high-value opportunities, conceptualize, initiate and manage end to end transformations.



### Experience

We are a team of consultants experienced in technology consulting and delivery management. Over the years, we have partnered with organizations to identify high-value opportunities, conceptualize, initiate and manage end to end transformations.



### Tailored Approach

We understand that each client has different capabilities, and demands for which an operating model must fit. We recognize the balance of tailoring the design to be most effective for the shape of your business whilst ensuring its ability to meet global regulatory expectations.



### Synergic Approach

We provide an independent perspective based on our experience providing automation solutions for various clients. Effective deployment of right skills at the right phase.

## Team SYNERGY



### Mr. Pradeep Satya, Founder & Director

Pradeep has been part of Asia's Insurance Industry for more than 15 years. His specialization includes Centralized Operations, Transformations & Service Delivery. Pradeep brings rich Transformation & Delivery experience working across APAC region.



### Mr. Krishnaswamy, Practice Leader - IT Infrastructure Operations Management

With a rich experience of 15 years in IT Workplace, Operational Excellence, Service Management and Partnership Management, Krishnaswamy is leading & driving service delivery in Hong Kong.



### Mr. Paritosh Minocha, Practice Leader - PMO Services

Paritosh leads the delivery practice at Hong Kong specializing in Insurance & Banking domains. With a rich transformation exposure across Asia, he has worked with various Fortune 500 organizations including AXA, Deutsche, Sun Life & Citigroup.

[www.synergysolutions.asia](http://www.synergysolutions.asia)

