

# HELP WANTED: A WHOLE NEW GENERATION OF ADJUSTERS



## HOW TECHNOLOGY CAN EASE THE AGING WORKFORCE PROBLEM

With the first wave of an estimated 78 million baby boomers reaching retirement age in 2011, insurance claim managers are starting to feel the pressure of addressing major workforce changes that lie ahead. Without a doubt, experience counts when it comes to claim adjusters and related specialists such as fraud investigators. The upcoming retirement boom will soon lead to significant losses of claims knowledge throughout the industry, and unfortunately, there may be a shortage of college graduates lining up to fill the gap.

“The solution to the aging workforce problem is already under our noses,” said Stephen Maddex, director of Property and Casualty Business Intelligence, CSC. “By implementing workflow automation, business intelligence and predictive analytical models, claim departments can redistribute the work, support larger caseloads, get consistent results and provide richer interactions with claimants.”

### A SWEET SPOT FOR WORKFLOW AUTOMATION

A veteran adjuster has a wealth of knowledge on best practices for handling claims, spotting suspicious claims and juggling multiples cases. This experience is quite costly and time-consuming to replace with new classroom-trained adjusters. Adjusters depend upon an organized workflow and an ability to make decisions with uncanny intuition gained from years in the field. According to Maddex, this type of work falls into the sweet spot of workflow automation coupled with predictive and analytical models.

Workflow automation enables insurers to map business processes and apply them to the adjusting process by line of business and claim type. Today’s automated business process management (BPM) systems can base the level of enforcement on the skill of the adjuster. “In other words, they can be used as training tools to lead employees through the adjusting process and verify that all correct steps are followed,” Maddex said.

Customers benefit from automated workflow as well. Claims are automatically reviewed to determine if they can be fast-tracked. This is being applied to more than just towing and glass claims now, and customers appreciate the quick settlement. “Lest we forget,” added Maddex, “every claimant is a possible insured — the improved claims settlement experience becomes a marketing tool.” What’s more, because automated claims require less adjuster experience to process, they create additional opportunities for reducing processing costs.

### FILLING THE GAP WITH BUSINESS INTELLIGENCE

Business intelligence and analytical models allow the adjuster to review each claim as a second set of eyes. A finely tuned model supplements adjuster experience by predicting likely scenarios such as the possibility of fraud. Analytics can also be used in conjunction with work assignment tools to determine the complexity of a claim and then make the appropriate assignment based on adjuster ability. This model is continually refined as adjusters’ skills grow with experience.

## **EQUALIZING IT ADOPTION**

There are additional benefits to automation and business intelligence. People entering the workforce today take consumer-based technology such as smartphone apps for granted. "As consumer technology is currently developing quicker than in the business world," Maddex said, "the new generation of adjusters will drive out age-related adverseness to new technologies in the office. They have a built-in propensity for technology acceptance. Conversely, they're more likely to be disappointed in your company if your technology is lagging behind the rest of the world."

## **EASING THE TRANSITION**

In order to implement an automated workflow incorporated with advanced and predictive analytics, you need a real-time capability for managing data. Enterprise data management with a refining predictive model is the foundation for supporting consistent claims handling. As the industry continues to lose experienced adjusters, these technologies will play a pivotal role in helping claim departments ease the transition to the next generation.

**To learn more about CSC's automated workflow and business intelligence solutions, call 800.345.7672 or send an e-mail to [inforequests@csc.com](mailto:inforequests@csc.com).**

## **ABOUT THE AUTHOR**

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