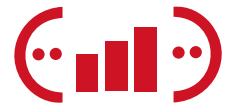# Customer Story:
Insurance Broker

Independent insurance broker leverages the power of Laserfiche to expedite claims workflow automation processing by 87%

With almost a century of providing insurance services, risk management, group benefits and wealth management, an influential insurance broker takes a client-centric approach dedicated to innovation and excellence.

> "Working with Ricoh has proved invaluable — they simplified a very complex project into an automated and streamlined workflow. We've scaled our business by 3x, significantly cut admin and claims workflow automation processing time, and use data-driven insights into our processes to provide better service for our members."
>
> —Claims Director, Insurance Broker

330% more claims processed

87% Processing time decreased

100% Data accuracy and integrity

Operational efficiency

Challenge

- Legacy system with siloed and redundant data, integration limitations and lack of reporting capabilities
- Difficulty sending out emails to third parties, wasting time and user frustration
- Limited document search functionality, often creating compliance challenges for auditors

The insurance broker's Benefit Services team uses its legacy systems Synergize and Class to handle inbound administrative and claims requests from different locations, such as physical mail, email, member portal, fax, and the call center. All requests must be printed, even from an electronic format, for indexing into Synergize by the Support Services team, which results in inefficiencies and bottlenecks. Once the data is entered into Synergize, the claims process enters another queue for approvals and actions. The Benefit Services team wanted to reduce manual ingestion steps and routing and integrate their applications for streamlined operational workflows for all administrative and claims processing.

Solution

- Implemented Laserfiche (on-premises but self-hosted in their Azure cloud environment)
- Designed new automated processes and workflows, configured with logic, for ingestion and claims
- Automatic validation of data to minimize exceptions and flag discrepancies
- Provide greater efficiency and operational transparency, such as reporting
- Integrated Synergize, Class, Laserfiche and Salesforce

The Ricoh team created a project roadmap to deploy Laserfiche, starting with discovery, validation and design steps through administrative and claims go-live within 5 months. Inbound information is automatically scanned and transformed into data, which can be automatically sent into Laserfiche, eliminating manual steps through workflow logic. If data is missing, the system flags it and fills in the gaps, ensuring clean data. Once a claim is scanned, it is automatically routed and tracked through Laserfiche. If it comes through the member portal, the system identifies the document type and goes into the administrative or claims workflow automation.

Results

- Scaled claims processing up by 330%, from about 6,000 to 20,000 claims per month
- Decreased claims processing time by about 87%, based on the industry average of 40 days to 5.3 days
- Achieved 100% data accuracy and integrity, workflow automation and visibility
- Better managed workloads, reassigned tasks and met SLAs with reporting and analytics

The insurance broker's Benefit Services department has seen operational efficiencies using Laserfiche's process automation capabilities for content management, forms, workflow (and advanced routing), advanced capture, and integrations — all in one platform. Manual, redundant processes and paper usage are minimized, creating a more sustainable, eco-friendly environment. A Process Overview report is readily available, adding clarity, accountability, and streamlined management of administrative and claims workflow automation processes. Not only does Laserfiche provide massive benefits, but it also allows the business to grow, scale and adapt to shifting business needs.

Discover how Laserfiche can accelerate your business or explore other insurance solutions. Contact us today.

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