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Claim Central global CEO Brian Siemsen (top) and chief operating officer and managing director, ANZ & Africa, Eben le Roux, alongside a screenshot of the insurtech start-up's innovative LiveLogik mobile platform.



Digital platform makes connections

With the social distancing requirements of COVID-19 making it difficult for insurance assessors to make house calls, Claim Central Consolidated's innovative LiveLogik mobile platform delivers virtual inspections as a service (VlaaS).

Founded in 2000, Claim Central is a global leader in insurance claims technology, services and data insights. To meet the ever-evolving needs of insurers and customers post-COVID, Claim Central simplifies the claims process and significantly improves customer satisfaction on behalf of leading insurers across the globe.

Its digital platforms connect insurers, brokers, customers and trades to speed up the claim process and reduce costs for insurers – managing claims from first notification of loss right through to completion. It has customers across Australia, New Zealand, South Africa, the US and Europe.

The insurtech start-up has commenced a third seed funding round out of the US, with strong support from shareholders Macquarie, Envest and board members including REA Group chairman Hamish McLennan. The group has also recently acquired US-based technology brand Livegenic.

"Our capital raising, innovation development and recent acquisitions have allowed us to scale at speed globally by building out our modular suite of digital solutions to make managing insurance claims easier," says Claim Central's global CEO, Brian Siemsen.

"Our live video collaboration tools are a great

example of that. Even before the impact of COVID-19, insurers were already turning to virtual inspections via LiveLogik as a way to streamline operations, reduce costs and improve outcomes."

The pandemic has simply accelerated the existing trend of insurers seeing the benefits of a decentralised mobile platform to handle key processes such as assessing. "The ability to conduct desktop assessments remotely allows assessors to conduct more inspections while reducing the overall life cycle of a claim – which translates to both business improvements and a better experience for end customers," says Eben le Roux, Claim Central's chief operating officer and managing director, ANZ & Africa.

Virtual inspections also underpins business continuity by maintaining the safety of assessors and claimants while ensuring that insurance claims don't grind to a halt as a result of the pandemic.

The live video streaming and collaboration platform digitally connects insurers directly with customers to conduct pre-risk surveys, inspect and assess their claims, and review the quality of the repair work. Customers can use a smartphone or tablet to connect with the assessor, receiving a text message with either a link to a downloadable app or a browser-based customer portal.

The customer guides assessors through the damage via a video link, with LiveLogik keeping a full record of the exchange for future reference, including video and images. Afterwards, the

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customer can manage the entire process digitally with support-for-collaboration tools, document uploading, document signing and mobile payments. A built-in, geo-locator identifies the customer's location and reduces the risk of fraud.

While insurance assessors can use LiveLogik purely as a live video collaboration platform, it also integrates with Claim Central's end-to-end claims management platform which connects all stakeholders in a claim. Its solutions can be used as stand-alone products or integrated with an insurer's existing policy admin and claims systems.

The platform has been used on more than

150,000 jobs globally across a variety of industries including insurance, construction, engineering, property management and manufacturing. Beyond this, Siemsen sees adjacent opportunities for the group in other sectors such as facilities management and real estate.

The use of live video technology in the field has led to a 62 per cent reduction in average assessment time, a 94 per cent average customer satisfaction score, and significant cost savings.

Underpinning these advancements are improved resource allocation, increased assessor capacity and reduced travel costs.

Beyond these efficiencies, the group's broader technology suite delivers a greatly improved customer experience which boosts satisfaction and builds trust, drives customer loyalty and inspires advocacy.

"Consumers want information and transparency, which makes efficiency and communication two critical factors in creating a positive claim experience," says le Roux.

"When a customer signs up for an insurance policy, there might be minimal contact with that customer for a few years – the real moment of truth is when they make a claim. An insurer builds their brand loyalty on the back of that experience, so it is essential to deliver.

"Virtual inspections is a key tool in ensuring that a claim is resolved in a timely manner and the customer has a great experience – reassuring them that they're in good hands with their insurer."