

Claims Initiative of the Year



MSIG's Zero Touch: Enhancing Efficiency and Customer Service in Claims



Philip Kent, CEO, MSIG Insurance

As a leader in Hong Kong's general insurance sector, MSIG won the award for Claims Initiative of the Year by focusing on innovation and claims excellence. Specifically, the company aims to automate claims for straightforward products, freeing handlers for more complex tasks and allowing them to focus on customer service.

The launch of the firm's Zero Touch initiative in the third quarter of 2023 was key to elevating its claims process service. Starting with helper insurance, automates claims processes and reduces manual tasks.

Zero Touch checks claim histories, policy validity and payment amounts, giving settlement confirmations for eligible claims within 15 minutes, reducing waiting times from three to five days previously. It streamlines operations and highlights the strategic importance of providing exemplary service – ensuring customer satisfaction, loyalty and retaining advantageous market position.

MSIG's efforts to innovate the Zero Touch claims process began in the third quarter of 2022, unfolded in three phases. The first involved a complete overhaul of its online claims form. The second phase saw the development of a claims history database and a rules engine. The final step centred on refining assessment rules and automating approvals, culminating in a fully operational Zero Touch claims process in 2023.

Zero Touch is a digital solution for transforming the claims submission process through automating manual tasks and eliminating the need for physical documentation. MSIG's goal is to streamline the claims process for straightforward products, enhancing efficiency and improving overall customer satisfaction.

The launch of its Zero Touch for helper insurance plan in 2023 was a leap forward as the technology simplified customer claims history verification, policy validation and claims payment amounts. Clients can conveniently submit claims online, upload supporting documents and provide their contact details. The process expedites assessments for clinical and dental expenses.

Automating claims procedures and boosting its claims team's productivity has meant Zero Touch has saved MSIG claims specialists over 200 working days annually, enabling them to focus on more intricate tasks. The automatic assessment and completion of claims eliminates the need for claim specialists – resulting in a 100% manpower reduction for each eligible claim. Increased efficiency allows the firm to focus on delivering value-added services and better customer care.

Currently, 74% of the company's helper claims utilize the Zero Touch claims process. While Zero Touch initially focuses on helper insurance, MSIG plans to expand its coverage in 2025: Zero Touch will then be implemented for its medical products, with other straightforward products to follow.