Claims Initiative of the Year

QBE

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QBE Asia won the Claims Initiative of the Year award on the back of its "Solution in a BoX." Launched to address critical challenges in QBE Asia's claims operations and enhance customer experience, it enables a more efficient and intuitive claims creation and processing experience for customers.

With rising customer expectations and increasing pressures to reduce operational costs, the firm recognized the need for a unified, intelligent platform that could transform the claims journey.

SBoX targets two key challenges: 1.) Addressing customer pain points such as lengthy and opaque processes and claims forms, unclear communications and settlement delays; and 2.) Claims executives' hurdles like manual workflows, a lack of automation, and a difficulty in prioritising cases – leading to inefficiencies and high workloads. SBoX is QBE Asia's proprietary, end-to-end claims platform, unifying all claims operations across the region under a single, intelligent system. Unlike other systems that often struggle with fragmented, country-specific systems or manual workflows, the initiative delivers a consistent, scalable and digitally enabled solution across all of the firm's Asian markets.

The project's objective was to deliver an automated claims process, enhance transparency and a seamless experience for both customers and claims handlers. By integrating advanced analytics, real-time payments and straight-through processing, SBoX's goal is to reduce turnaround times and improve accuracy.

SBoX transformed QBE Asia's internal operations and customer engagement by delivering measurable improvements in both efficiency and experience. For example, operationally, the firm's SmartQClaims active case management automated manual workflows – 99% of claims were acknowledged within 48 hours, with achieved claims outcomes going from 90% to 113%. Manual handling was reduced, which freed up claims handlers to focus on complex cases.

The initiative also eliminated 1000 man-hours per year of claims handler time by deploying robots for five processes. The net result: faster claims resolution and lower operational costs. Most noteworthy was that claims handlers increased productivity, processing an average of 10% more claims in 2024 compared to 2022, all within a 6-man-hour timeframe.

Customer engagement also improved. Clients benefited from eClaims digital submission, real-time updates, transparent claims tracking and faster settlements – culminating increased trust and satisfaction.

SBoX's digital-first design encouraged more customers to adopt self-service options, improving engagement and reducing support overhead. Such improvements both enhanced the customer journey but also empowered QBE Asia's claims teams to deliver quality service region-wide.

QBE has also availed itself of advances in AI. Built with agility, adaptability and incremental movement in mind, the SBoX platform evolves through continuous feedback loops, allowing for rapid enhancements without disrupting operations. That also applies to its capacity to combat fraud, improve recovery identifications and minimise and ameliorate loss experiences.