

Use case

Claims Link

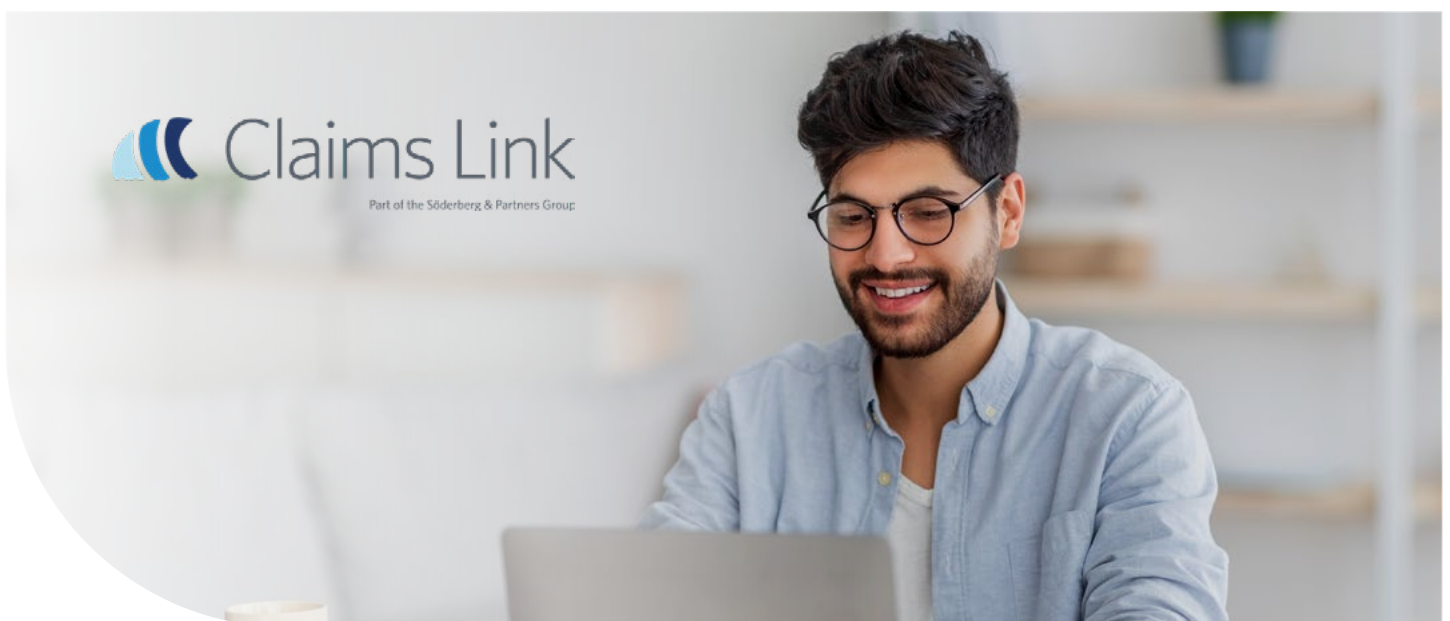
Industry – Insurance



Simplifai backs Claims Link in revolutionizing insurance

Claims Link is **Norway's most experienced claims settlement company** in assessing deficiency cases related to home seller insurance. They are affiliated with the advisory house **Söderberg & Partners**, which is one of the Nordic region's **leading advisers and brokers of insurance and financial products**.

The company handles claims on behalf of their clients, which are mainly international home seller insurance companies. **A strong commitment to providing high value for their customers** has been instrumental in their **exceptional growth rate**, which is among the **strongest in the market** since the company's inception in **2004**.



Maintaining customer satisfaction in times of heavy workload

With 48,000 customer support inquiries and 120,000 case-related emails annually, Claims Link is faced with managing the immense workload without having to upstaff. Tedious and repetitive tasks consume significant time from their employees, **resulting in longer customer response times** and a significant **decrease in overall customer satisfaction**.

48,000

Customer support inquiries

120,000

Case-related emails annually

40%

Scaling operations without upstaffing

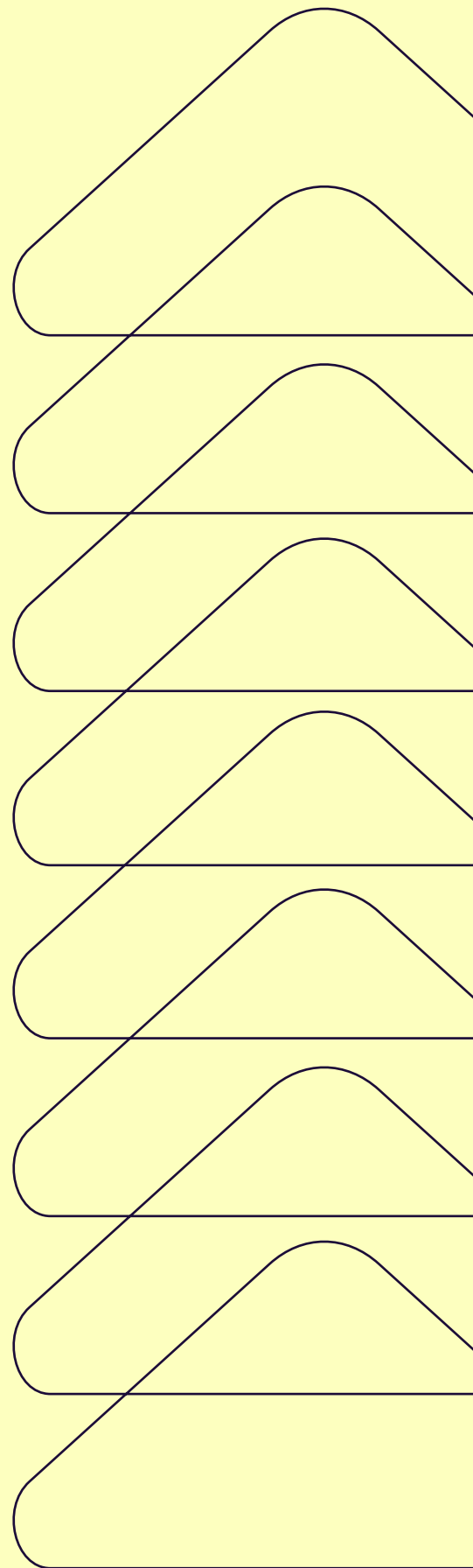
Scaling business operations by 40% without upstaffing

To achieve this goal, they recognized the need to **streamline claims processing and minimize repetitive tasks** to ultimately create a **more fulfilling and less demanding workday** for their employees. In turn, customer satisfaction would improve due to faster, more accurate and more dedicated responses where necessary.

Mode of inquiry:

✉ Email

📄 Document



Simplifai's solution

Smart, Safe, Swift

In Simplifai, Claims Link found exactly what they required from their AI supplier: **compliance, reliability and speed**. Simplifai's solution is not only **implemented within weeks** to a few months, but also includes **data protection and privacy by design**.

Our solutions comply with **GDPR and ISO/IEC 27001:2013 protocols**, ensuring a fully compliant solution for Claims Link, who have full data control and transparency regarding its purpose and usage.



“We believe that Simplifai is genuinely interested in understanding our organization, who we are, and our needs. They were surprisingly fast in understanding our processes and came up with suggestions almost immediately.”

~ Mille Haslund Mellbye, Nordic Head of Claims at Claims Link

Achieving 100% compliant end to end automation

With Simplifa's AI-powered solution, Claims Link is able to **fully transform their Customer Success Center** by automating their customer support workflow and decision support mechanisms.

Named **Sødde**, their solution comprises a combination of individual modules such as an Email processing module and a Document processing module. It can also be integrated with the company's CRM/back-office systems and SharePoint, facilitating a **smooth communication flow** between the customers and the organization.

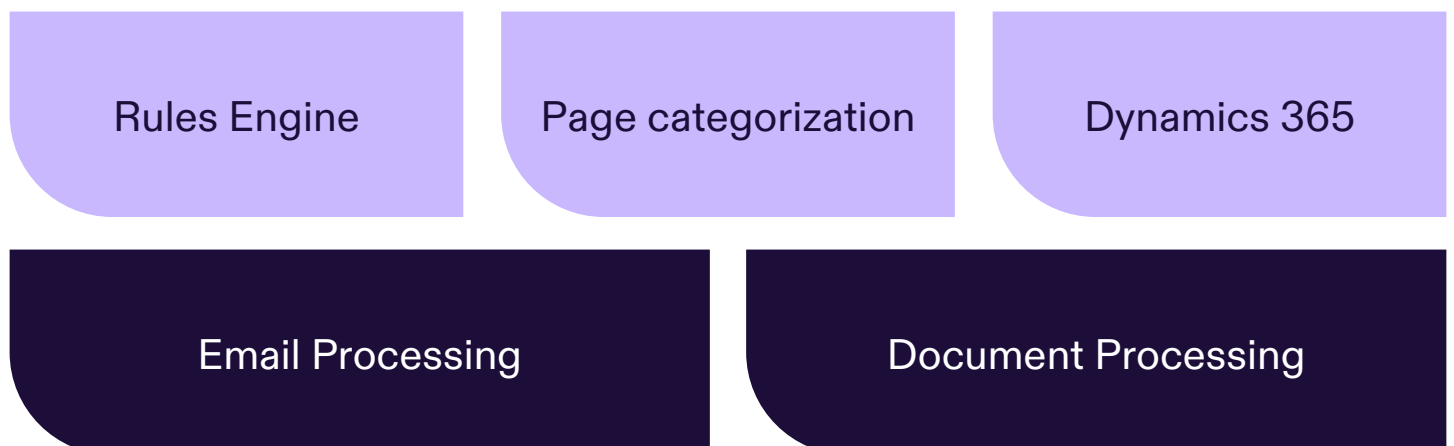
Sødde helps Claims Link automate at least 500 small and big tasks every day:

- Reading and categorizing emails
- Forwarding relevant interpreted data after analysis to humans
- Alerting/forwarding information to different stakeholders
- Creating case notes
- Registering notices and claims
- Updating existing cases
- Reading invoices and registering payments
- Archiving inquiries in CRM and SharePoint

Learn how Claims Link's customized AI solution Sødde works:

1. Fetches and reads emails and attachments from the customer support inbox.
2. Interprets the inquiry based on information in the email and documents.
3. Decides about consequent action.
 - In case of an existing inquiry, the decision is based on the new information.
 - If it is a new case, it finds the correct policy and checks if the policy is valid.
 - In case the policy is invalid or expired the front-desk team is contacted
4. Registers and archives the case.

Modules

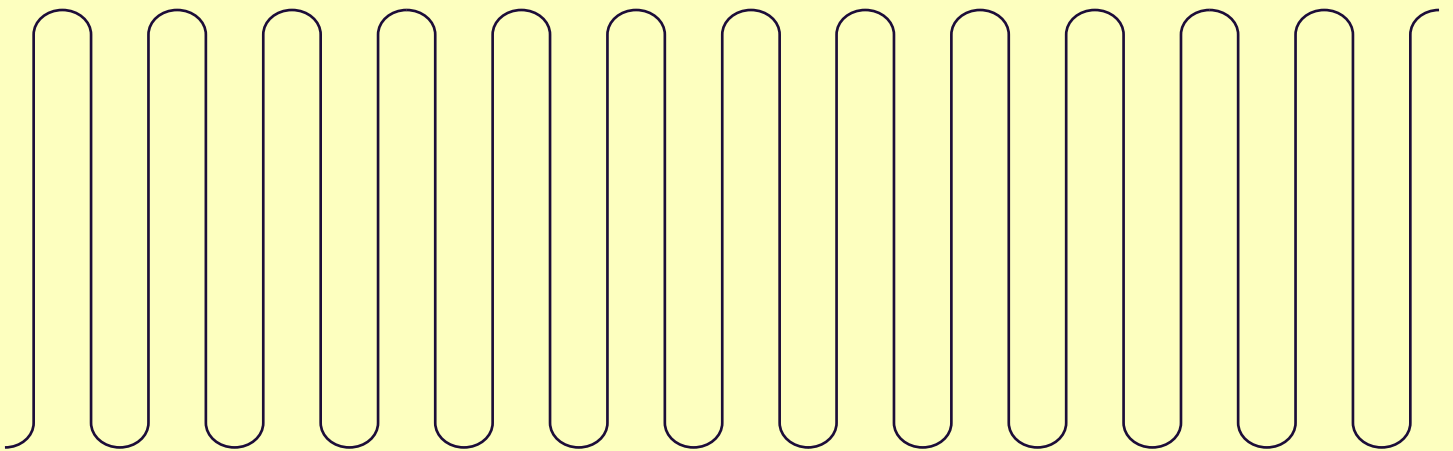


Over the last couple of years, we have had substantial growth and our goal is to continue this trend. We believe this project will increase our efficiency by 30% in our customer department.



Mille Haslund Mellbye

Nordic Head of Claims at Claims Link



Through Simplifai, Claims Link found a solution to respond to customers immediately, with documentation and emails handled **responsibly and safely**. At the same time, the **70 employees** in claims handling can dedicate time to **more complex tasks** and make each customer feel valued.

80%

of all inquiries
handled
automatically

50 Hrs

cumulatively saved
on claims handling
every day

100%

Lawyers use Sødde
in 4 departments

70

Employees use
Sødde every day

0

backlog piling up on
Mondays

24/7

customer service
availability

- **Seconds taken to complete case registration**
- **1 Day required for end to end claims processing**

“Our philosophy is that our customers want to communicate with humans. Using this type of technology will liberate our employees from repetitive tasks so that they can give better advice and have more energy and time for our customers.”

~ Mille Haslund Mellbye, Nordic Head of Claims at Claims Link

Sødde's impact

↳ Driving growth ↳ and customer value

Sødde's integration into the customer service department was met with **enthusiasm** among the employees. They quickly recognized its potential to **enhance productivity** and **improve the overall work environment** by relieving them of monotonous tasks in a hectic everyday life.

The solution enables Claims Link to channel their efforts into **more engaging and motivating work**, ultimately supporting their mission of **creating value for their customers and maintaining growth** without the need to upstaff.



We'll continue the work to find suitable tasks for Sødde in other parts of the company. We do claims handling with many insurance programs with different complexities; however, there are lots of similar and routine tasks that this technology can handle efficiently. And it can contribute to improving our customer experience.



Mille Haslund Mellbye

Nordic Head of Claims at Claims Link

Go to simplifai.ai
to learn more or
[book a demo.](#)