

Use case

Eika

Industry – Insurance



Eika Forsikring

Norwegian non-life insurance leader collaborates with Simplifai and Knowit for their digital transformation journey.

With **220,000+ customers**, Eika Forsikring is one of the largest insurance companies in Norway. Offering an extensive range of services tailored to private individuals, businesses, and agricultural customers, Eika has been a **leading figure in the industry for 20+ years**.

As a part of Eika Group, the company boasts a network of **1,000+ certified insurance advisors** providing expert customer support, guidance, and personalized counseling. Eika Forsikring is committed to creating an **inspiring work environment** for its employees and ensuring **exceptional customer experiences** for potential as well as existing customers.

220,000+

Customers

300,000

Emails and
Documents

1,000+

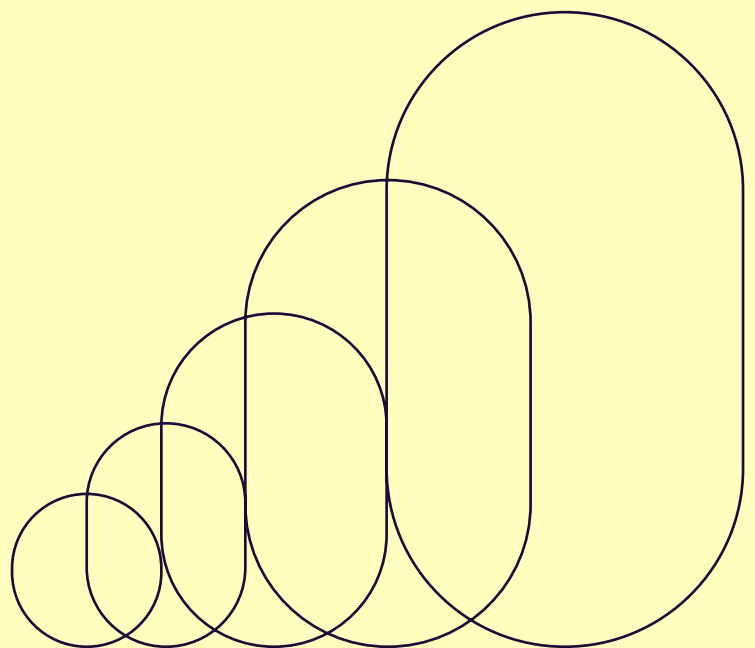
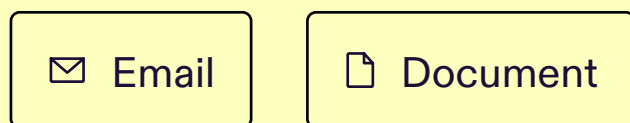
Certified insurance
advisors

Manual handling conflicts with prioritizing customer engagement

Eika Forsikring handles **70,000 claims** in their claims department. In relation to these claims, they receive and process around **300,000 emails and documents** ranging from medical certificates and invoices to police reports and communication between insurance companies.

To settle these cases, Eika Forsikring's customer service team invests significant resources into manually reading, interpreting, classifying, and entering customer data in their systems. This conflicts with the employees' desire to **prioritize customer engagement over processing data** in their back-end systems.

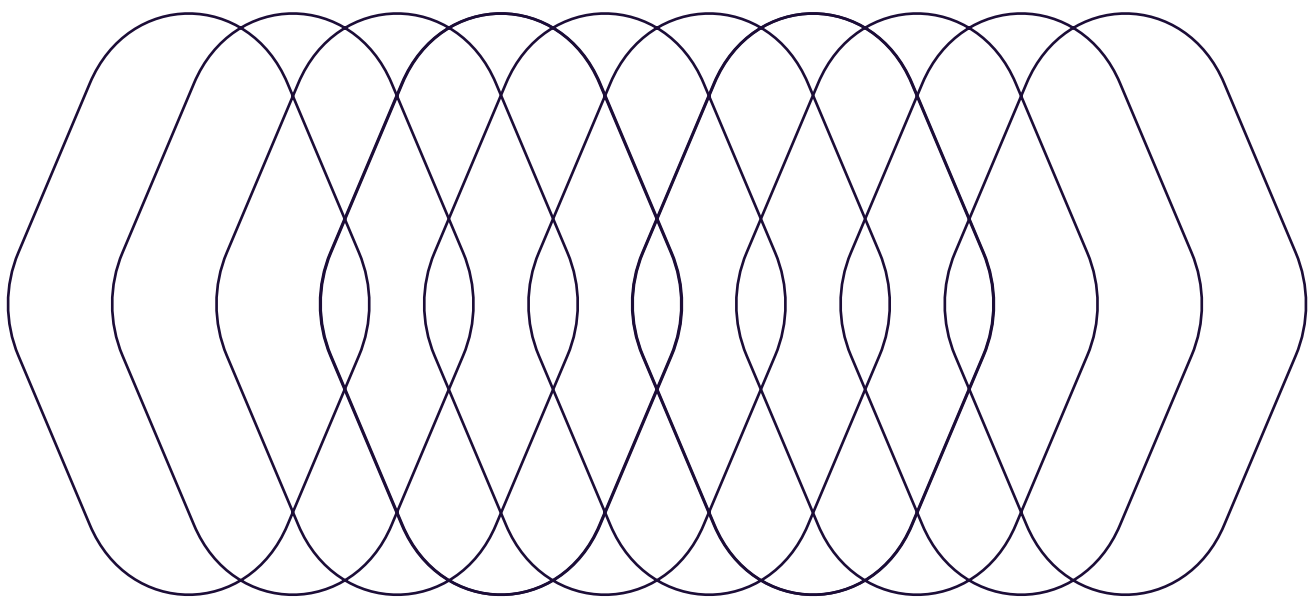
Mode of inquiry:



Eika Forsikring saw our AI solution as key to improving customer experience

To balance the desire for **optimal customer service** with the increasing number of claims they handle, Eika Forsikring identified the need for an **improved solution** to help retain customers over time.

However, they wanted to avoid using web forms, which would only add to the customer's burden through having to click numerous buttons and filling out extensive forms. By placing a high priority on **streamlining the customer journey** particularly through digital channels, they acknowledged their responsibility to solve such challenges from their side.



Simplifai as a strategic AI partner

Simplifai proved to be the **ideal vendor** for Eika Forsikring, as they not only sought a user-friendly and flexible solution that could integrate with their systems, but also prioritized security and privacy. Simplifai's **state of the art AI solutions** are built on **GDPR and ISO/IEC 27001:2013 protocol-compliant software**.

By choosing Simplifai, Eika Forsikring did not only gain a best in class AI vendor, **but also a strategic AI partner**, mapping every step of their **AI journey together** and ensuring data protection and privacy from the earliest stages of design through a '**privacy-by-design**' approach.



Eika Forsikring aimed to optimize claims handling for better employee and customer satisfaction

After a very successful POC together with the Norwegian consulting firm Knowit, we created exactly what they required: **a customized solution that automates parts of their claims processes and takes care of repetitive, tedious, and time-consuming tasks.**

“I am impressed by how quickly we could have such a sophisticated solution in place. This is a win-win situation for us. We have the data, and Simplifai has the solutions and the competence – together, it gives us the ability to create value from our data. This is a good example of an area where it would be inexpedient to build competence and solutions in-house.”
~ **Thomas Dinhoff Pedersen, CIO of Eika Forsikring**

Eika Forsikring uses our AI solution with Email Processing and Document Processing modules to **receive and handle customer email inquiries and attachments.** The solution classifies emails and documents into relevant categories and extracts relevant information. The solution is **integrated to front-end systems and back-end applications** for faster settlements and lower costs, thus allowing the company to **handle more cases** and gain as much value as possible from the automation process.

Modules

Rules
Engine

Page
categorization

Dynamics
365

Simplifai Document Processing

Simplifai Email Processing

Solution flow

- The solution fetches emails/documents from Dynamics 365.
- Using the Email Processing module, emails are read and categorized by type.
- If emails have attachments, the solution forwards them to the Document Processing module to read and categories the document type.
- The solution updates Dynamics 365 with email and document types.

Eika Forsikring's main motivation for implementing our solution is not just about **saving several FTEs**. Rather, they are focused on the added value through **more accurate settlements** and the ability to **spend the freed-up time on improved customer care and more complex cases**.

Having an increased automation grade of **+70%** in their work processes reduces the **case processing time** and results in a **better customer experience**, thus contributing to Eika Forsikring's primary goal: to **improve customer satisfaction**.

Our employees want to spend more time on the customers rather than processing data in our back-end systems. We free them from the tedious tasks which allow them to do what's fun and gives them joy; this ultimately benefits our customers.



Thomas Dinhoff Pedersen
CIO of Eika Forsikring

Eika Forsikring can **fully control and expand** their solution in **Simplifai Studio**, our user-friendly no-code AI platform. Here, they can **configure and customize** the Email Processing and Document Processing modules with just a few clicks, set up workflows, rules, conditions, and independently integrate them with API/RPA for further actions.

I think we've just scratched the surface on what's possible – and there's a lot of potential beyond that. We are excited to get started and will continue to challenge ourselves over time.

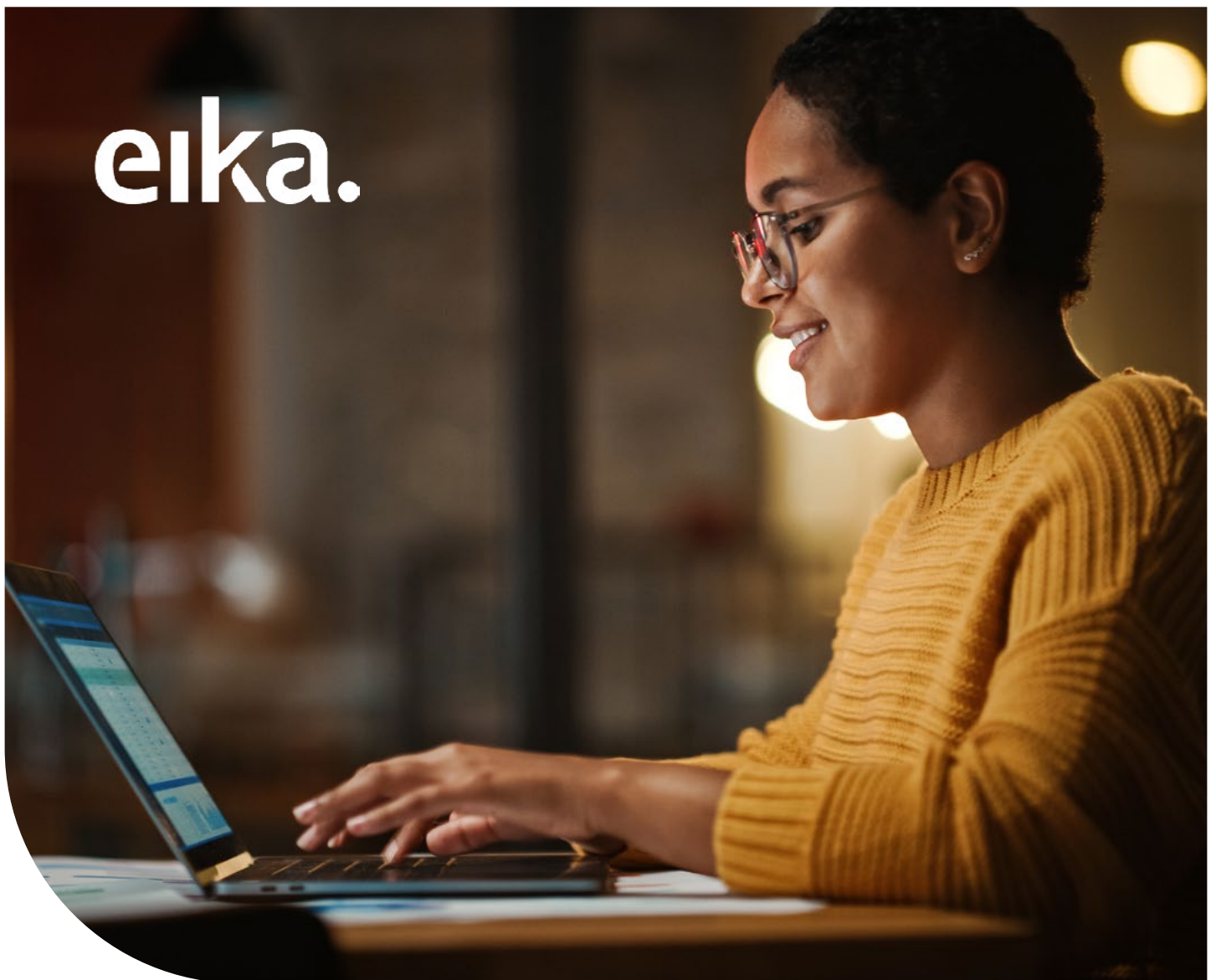


Kristin Bjerkli

Head of Claims at Eika Forsikring

Eika Forsikring started on their automation journey with one specific goal in mind: creating an **exciting workplace** for their employees while ensuring a **good customer experience**. A few weeks after the solution went live, it was already successfully integrated in the team, with Eika Forsikring reporting **unconditionally positive feedback**.

Their employees perceive it as an opportunity to get **more exciting work tasks** rather than a threat to their own job. In the future, their solution might take on other departments, where large volumes of digital correspondence and inquiries are processed, for example in **customer support** and other areas of customer service.



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