

# Use case

# NH1816

Industry – Insurance



# Pioneering insurance in the Netherlands – Nh1816's journey

**Noord Hollandsche van 1816 Verzekeringen (Nh1816)** is a Dutch insurance company with a **history of over 200 years**. The company was founded in 1816 with the ambition of providing security to people by protecting them from financial setbacks due to damage. Today it is a well-known name in the insurance sector in the **Netherlands with more than 160 employees and over 800 local advisors** (“local heroes”) throughout the country.

As an **industry leader**, the company is focused on personalized insurance services and was awarded the Best Damage Insurance Company in the Netherlands in 2019.

2M+

Insurance Contracts

800+

Local advisors

500,000+

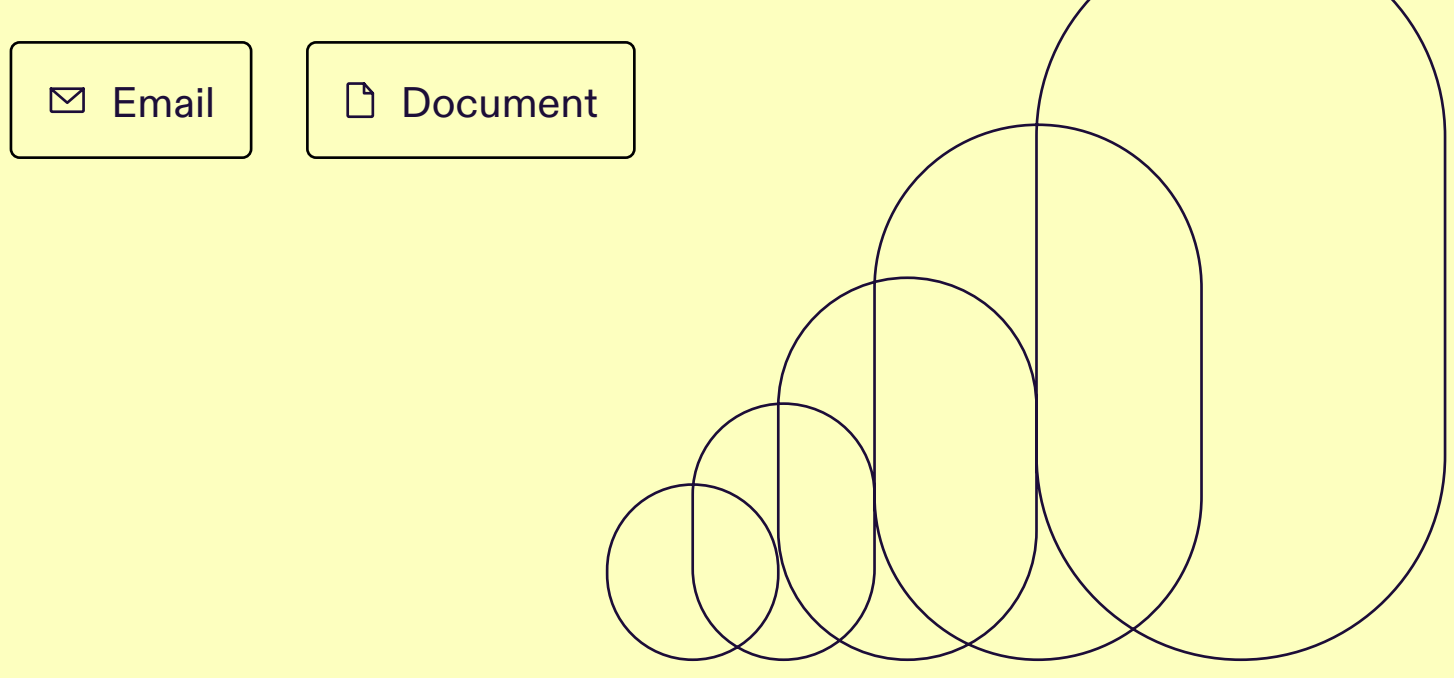
Customers

# Upscaling without upstaffing

With an **approximate growth rate of 10% every year**, Nh1816 is faced with an **increased workload for their 160 employees**, along with demands for hiring more people to maintain the workflow. Currently, the claims handling department receives an annual volume of **240,000 – 306,000 inbound emails** and attachments related to new and ongoing claims cases.

Many of the tasks involved in claims handling are manual, repetitive, and tedious, such as email handling, validation of incoming PDFs and scanned receipts, as well as extracting information from these. The challenge for Nh1816 is to **continue growing** without having to expand its bandwidth every year or increase the burden on existing employees.

## Mode of inquiry:



# A Challenge Solved: Simplifai's AI solution

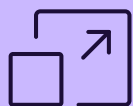
The company recognized that a solution was needed that would be able to **manage everyday inquiries** and allow the employees to **focus on more complex and growth-oriented tasks** while at the same time meeting European data protection standards.

Simplifai's '**privacy by design**' approach and state-of-the-art AI solution built on GDPR and **ISO/**

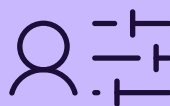
**IEC 27001:2013 protocol compliant software** was exactly what Nh1816 was looking for in an AI supplier.

With its **unique ability to classify and extract information from free text** emails and attachments and execute otherwise manually carried out actions, Nh1816 recognized the great value of Simplifai's **AI solution**.

## Business goals:



Scale work capacity by 10% every year without hiring new employees



Absorb sudden volume upsurge and reduce the stress of short notice upstaffing



Improved speed and availability to strengthen customer satisfaction



Make the 800+ "local heroes" more competitive through higher speed and availability

# KIRby

## in action

Nh1816 will be implementing a solution consisting of the following modules:

Integrations with  
Rest API

Portal as claim  
case system

Microsoft  
Outlook

Simplifai Document processing

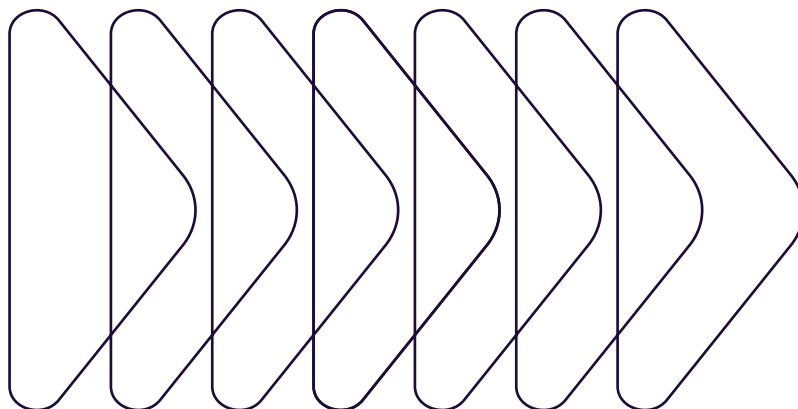
Simplifai Email processing

The claims team named their solution KIRby. It has been trained to recognize, understand, and extract information from emails and documents that the claims team receives in high volumes. The current training enables it to **identify and understand 4 email categories, 17 document types, and 11 key data points.**

KIRby focuses on ongoing claims cases, where the claims **ID number is the key.** The ID number helps the team to allocate any new incoming emails (with supplementary information) to the folder for that specific claim case.

# Simplifai scope of operation

- The solution **fetches emails** from a secondary Outlook account and **extracts information** from their subject, body, and attachments to detect the claims ID.
- If the claims ID is not found, other identified data points (entities) such as the policy number etc., are searched within the **CRM database**.
- When the correct case folder is identified, the solution as per business rules automatically **reclassifies** the emails/documents. For example: medical document, police report, invoice, etc.
- Once the operation is complete, the solution **reroutes** emails and their attachments to the primary Outlook account.
- If the solution cannot identify the correct case folder within the CRM, the emails and attachments will be diverted to manual claims handling.



# What makes the difference:

80 hours

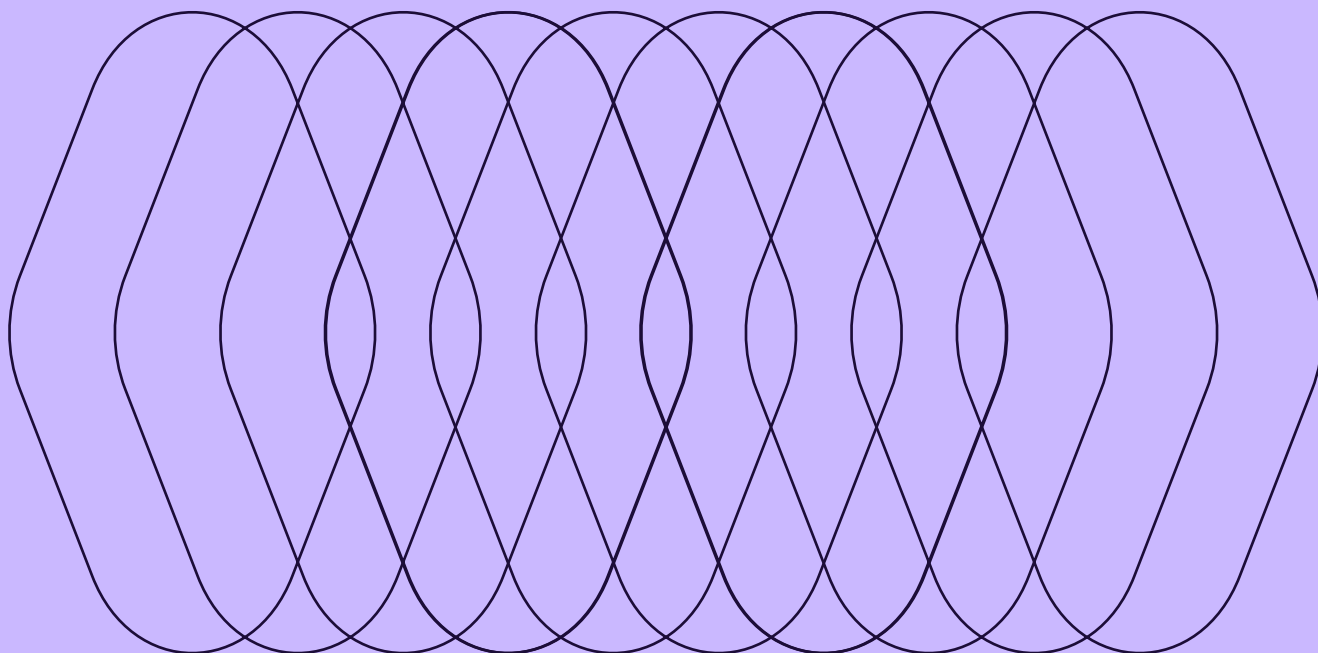
of manual  
processing time  
saved every week

0 backlog

piling up  
on Monday

25%

estimated increase in  
customer satisfaction  
with quicker  
turnaround times



# A career in the making

Within a week's time, KIRby has been non-stop **reading, interpreting, and sorting more than 10,000 incoming emails** and documents. NH1816's employees have observed its unique capacities, and already have concrete ideas about widening the scope of work and responsibilities in the claims department. Simplifai looks forward to expanding its services in other departments to help Nh1816 establish a **streamlined end-to-end automation process**.



"With the help of Simplifai's solution, Nh1816 Verzekeringen can organize the claims process more intelligently allowing employees to spend less time manually processing documents and e-mails. The solution shortens the response time towards advisors and policyholders, which will further increase the already high customer satisfaction."



**Janwillem Swart**  
Commercial Manager, NH1816

"KIRby has provided extra work capacity to tackle higher claim volumes from widespread house damage, following stormy weather some weeks back."



**Jerre Veltman**  
CTO, NH1816

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to learn more or  
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