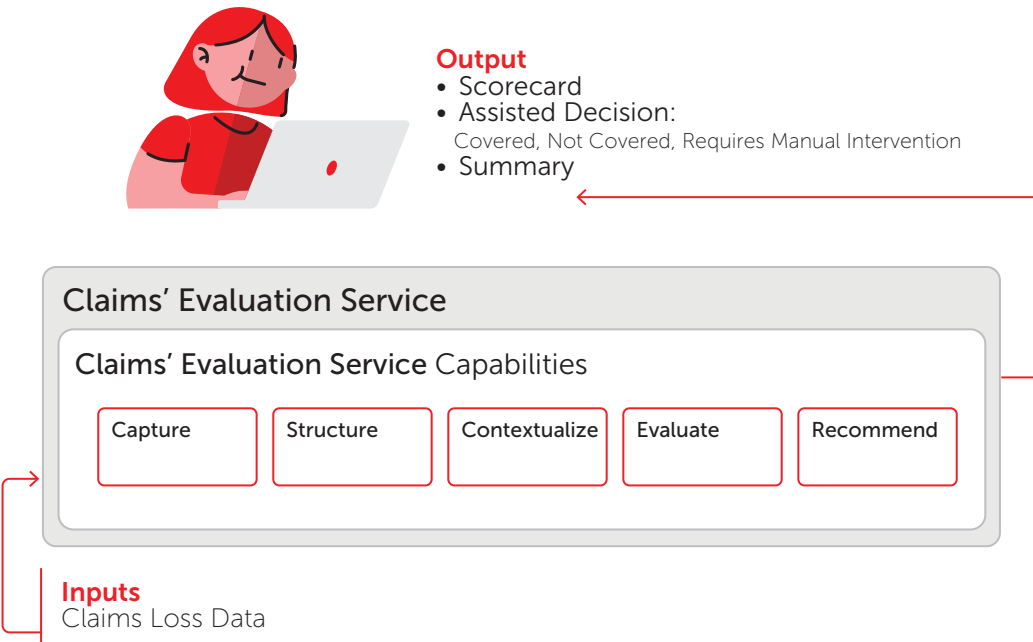


# Transforming Claims Processing with Intelligent Automation

Celfocus partnered with a Tier 1 insurance company to deliver an **AI-powered solution for automating insurance claims processing**, using advanced analytics and unstructured data processing to enhance decision-making across the claims lifecycle.



## CHALLENGE

The Tier 1 insurance company was facing a high volume of claims requiring significant manual effort, combined with a heavy reliance on unstructured data such as emails and documents. Ensuring consistency and compliance in claims assessment also led to slower decision-making and impacted customer experience.

## SOLUTION

Celfocus developed an **AI-driven solution to automate the processing of claims**, enabling the extraction and interpretation of unstructured inputs.

The solution validates loss notifications against policy clauses and conditions, generating approval or rejection presented to the agent. This approach follows human-in-the-loop validation, ensuring decisions remain aligned with regulatory requirements and internal policies.

## BENEFITS



**Faster claim resolution for customers, improving overall satisfaction**



**Reduced manual effort for claims handlers**



**Increased consistency and standardisation in claims assessment**



**Enhanced decision explainability through AI-generated justifications**