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Feature Article

TAKE THE WHEEL.

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Innovation is not going to drive itself.

Over the past 28-years, Clientek has been lucky enough to work alongside numerous industry-leading insurance providers. Throughout those experiences, we have watched innovative technologies consistently change what it means to be an industry leader.

The approach insurance organizations use to combat these changes follows from their ability to adapt and collaborate. Successful organizations encourage their customers, employees, and business partners to help refine their approach for the future. Luckily, many innovative uses for technology today base themselves in supporting those two traits.

We have identified a handful of technologies that we believe all insurance providers should be exploring to stay ahead of the curve.

The first: mobile. Building-out your existing suite of tools to provide customers and employees a more streamlined engagement platform for your services and offerings. Mobile tools range from customer-facing applications to internal applications for adjusters and underwriters. Even simple capabilities can provide massive value to the end users.

Another technology that should not be overlooked is AI. While the term artificial intelligence has been a buzz word for years now, there are countless opportunities to gain value from the technology that already exist. Developing systems to automate claims processing and adjudication are just the beginning.

New technologies will continue to find their way into and throughout the industry, so now is the time to strengthen your approach and prepare for what is to come.

Stay ahead of the pack.

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