



Analytics ensure end user adoption and fully realized business value out of an automated inbound claims processing solution.

OVERVIEW

Twin Technologies has engaged with a large US Government Agency to create an electronic claims application solution (*claims solution*) – which featured Adobe LiveCycle technology to automate and optimize the claims management process. A key feature within the *claims solution* is the ability for existing claimants to upload supporting documents to their open claims. The Agency handles over six million such documents at a central mail processing center, so being able to analyze and improve their web enabled upload system is critical to *claims solution's* value add to both the Agency and the claimants. With over 30 documents being uploaded to the site per minute, it's crucial that we leverage analytics to ensure the process is as smooth as possible.

Omniture was introduced to the client in a couple of ways to ensure the full realization of the business value for the client as they expand upon the *claims solution* system.

KEY POINTS

- Forms intensive workflow needs analytics to optimize form completion process
- Omniture SiteCatalyst tracks users through form decisions, allowing user interaction enhancements
- Omniture SiteCatalyst tracks trouble or time intensive points in workflow enabling organizations to optimize applications
- CQ5 Web Content Management enables business users to provide workflow context that IT cannot
- CQ5 Social Collaboration enables businesses to interact with their users through forums, surveys and newsletters among many other mediums

TECHNOLOGY

Omniture®
CQ5
LiveCycle®

"We believe that our clients are looking to build a long standing relationship with an organization that pushes itself to understand the oncoming shifts in the marketplace and provide a path forward. True leadership is knowing how to implement within the constraints of today while embracing tomorrow."

BEN ELMORE
CEO & Senior Managing Partner, Twin Technologies

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CHALLENGES

The first challenge was helping people through the process of finding the right form. Omniture has been introduced as a means of tracking users through their decisions as they complete the necessary prerequisites and select forms from **claims solution**. Similar to a shopping cart, the order of operations was very important and anything but extremely intuitive workflows could possibly result in losing customers.

The second challenge of digitally converted claim forms was streamlining the actual form filling process to minimize form frustration, errors and abandonment. Again Omniture has been introduced as the vehicle to analyze the conversion rates throughout the entire **claims solution** form filling process to identify the difficult or time intensive steps that would turn users away. With these analytics in hand, the Agency can tune **claims solution** with simple changes within the system workflow to greatly improve the conversion rates for completed forms; converting more claims faster, driving application and Agency value and improving client experience.

PROCESS

To implement the above workflow optimizations, simple tagging would be added to the global page handles that would allow us to capture information with great detail such as user type, user role, workflow, form, etc. This data is then available in Omniture SiteCatalyst that can be used to drive reporting. The data is also leveraged in segmentation reports that would allow application tuning to attain performance metrics the Agency is looking to meet. As an example, the Omniture reports would show if users go from an Report A to Report B a 90% completion rate can be expected. However if users have to find an existing Report A form to file off of, only 60% would complete Report B. Thus the Agency would know improvements are needed with the Report A find filing workflow.

ADOBE CQ COMPLETES THE PUZZLE

Claims solution currently provides context sensitive help but sometimes this alone cannot satisfy all of the requirements and background information that users may need to fully understand a given form or a series of forms. With this need in mind, CQ5 Web Content Management has been introduced so that the professionals who understand the content and process, instead of developers, can manage this information. CQ5 Social Collaboration is also in consideration to be implemented to handle support forums, communicating new releases, surveys, and newsletters.

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