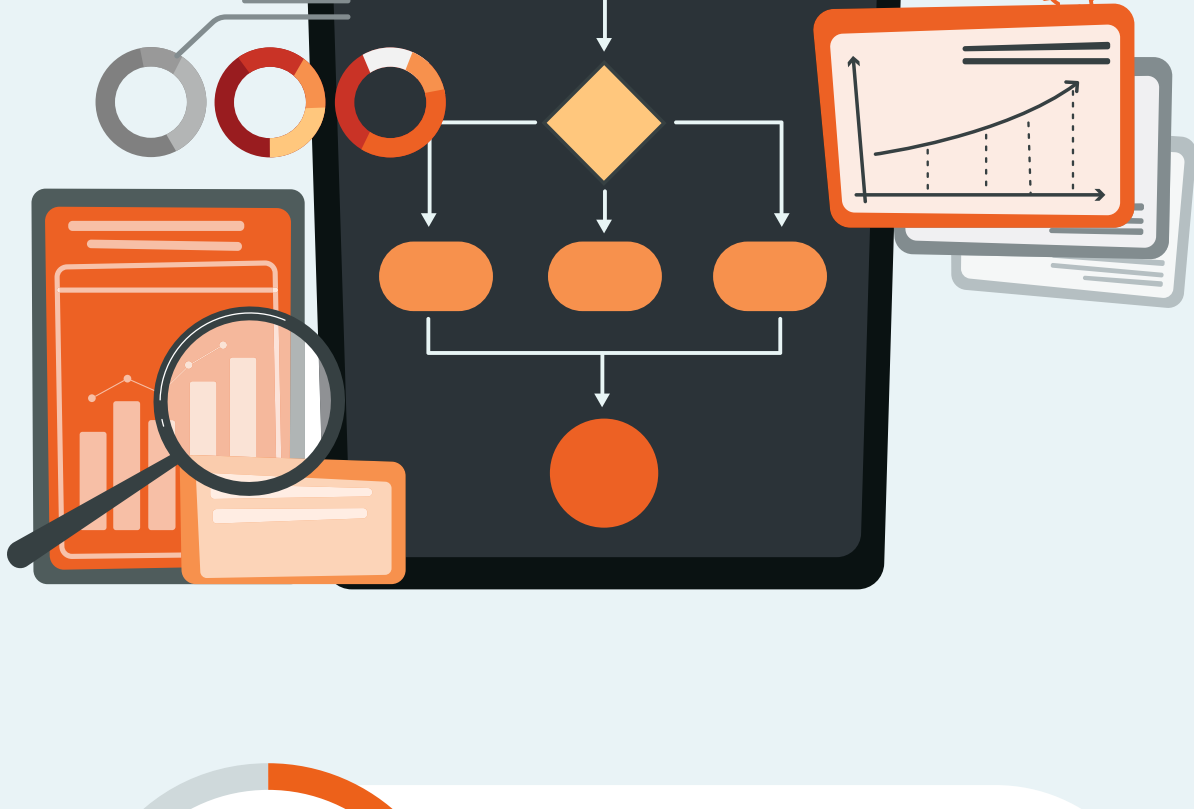


# Why intelligent workflow matters: Reduce costs and improve customer service.

In today's environment of lower-than-average growth and increasing customer demands, businesses must reduce expenses while continuing to provide great customer service to stay ahead of the competition.

## That's where workflow comes in.

The goal of any workflow solution is to help you focus less on repetitive tasks, allowing you to focus on what really matters—your customers. And in turn, you lower costs and book more business. **Win-win.**



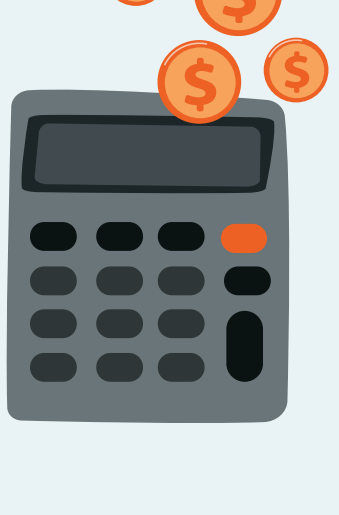
65%

In a survey of CFOs, 65% indicated automation is a strategic priority for their companies.

## But what is an intelligent workflow? And how does it work with insurance?

A workflow designed specifically for insurance that enables automation to reduce extra work and costs, increase capacity, and decrease the risk of E&O exposure.

According to an [IBM survey](#), nearly 6 in 10 respondents agree that the need for effective enterprise work management has escalated to a mission-critical priority.



## Why do intelligent workflows matter? Here are three reasons.

1

### Intelligent workflow positively impacts combined ratio.

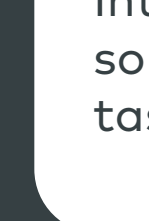


With intelligent workflow process automation, you can modify what employees are working on to free them up from tedious manual tasks and reduce the amount of time spent on searching for documents.

On average, [employees spend at least 25%](#) of their work week searching for documents, information, or people they need to do their jobs.

63%

[IBM'S 2023 survey](#) revealed that 63% of organizations saw improved productivity.



Intelligent workflows allow faster turnaround so employees can focus less time on menial tasks and more time on their customers.

70%

Insurers who implement AI-driven underwriting have reported processing times [reduced by as much as 70%](#), with some policies being issued in minutes rather than days.

59%

Organizations that saw [improved customer satisfaction](#) as a benefit of deploying an integrated work management strategy.



2

### Intelligent workflows enable continuous improvement and efficiency

By standardizing your workflows and automating processes, you gain business insights to identify bottlenecks and reduce operational gaps.

In addition, it will also let you make quick and informed decisions when faced with disaster recovery, like the COVID-19 crisis, so you can be more agile and proactive.



With business visibility from intelligent workflow, you can ensure that the right person is tackling the right task at the right time, allowing you to respond faster and win more business.

Intelligent workflows help ease the burden of manual work. For example, HR employees have seen a reduction in time spent on common HR tasks by [up to 75%](#).

Increasing efficiency by streamlining processes in your business can also help save operational costs.

50%

By implementing workflow automation, CEOs can expect to [reduce operational costs by up to 50%](#).

3

### Intelligent workflow helps reduce the risk of E&O exposure.



[According to Statista](#), there were 3,158 data breaches in 2024, a 70% increase from 2021.

\$735

An E&O premium is directly impacted by factors like your industry, the type of work you do, and your location. Small businesses pay an [average premium of \\$735 annually](#).

Ditch the E&O risks with intelligent workflows, which allow you to view all historical requests and servicing on a policy in one place. As a result, your accurate and complete running audit helps prevent potential E&O exposures. Furthermore, automation and standardized processes allow less room for human error.

75%

Automation ensures consistent, near error-free processing, [reducing mistakes by up to 75%](#) in areas like data entry and risk calculations.

## Insurance-centric solutions take intelligent workflow to the next level.



Intelligent workflow solutions support the way you conduct business today without requiring a complete reengineering of your operations. Businesses that have implemented solutions designed specifically for the insurance industry have seen the most success. **And you can, too.**

Explore how Vertafore's workflow solutions improve efficiency, streamline operations, and deliver a better customer experience.

For carriers & MGAs

For agencies