

Transforming Insurance Use Cases with Video and Audio



KALTURA

Benefits

- Improve claim accuracy
- Shorter processing times
- Reduce fraudulent claims, which can often represent as much as 10% total insurance claims
- Lower staffing & travel costs
- Improve customer retention
- Reduce costs by eliminating content siloes
- Reduce risk and ensure compliance by enforcing lifecycle governance policies for video content

Video is instrumental in our daily lives and increasingly it's becoming an important part of how we do business. For example, leading insurance agencies are now leveraging audio and video across the organization for everything from the claims and underwriting processes to employee and client communications. Video content helps capture key details and facts as well as making an effective knowledge sharing and training tool. Whether it's documenting claims or spreading best sales practices, people find video a more engaging and effective way to communicate.

VIDEO OPPORTUNITIES IN INSURANCE

Insurance companies are using video to smooth processes throughout the business, including:

- **Underwriting documentation** using video for building & home inspections / inventories
- **Claims submissions** such as capturing accident and disaster scenes
- **Claims processing** through multi-media
- **Call monitoring** for regulated environments
- **Legal depositions** and interviews
- **Virtual appraisals**
- **Embedded media** analysis for fraud investigation
- **Surveillance videos** to supplement/refute claims information
- **Customer submissions** via mobile and even drone video
- **Online training** employee onboarding and interviews for HR
- **Centralized multi-media management** for cross-department use
- **Customer relations** including video for marketing & communications
- **Knowledge transfer** and sharing best practices
- **Speech-to-text** for audio recordings of legal depositions



EMERGING USE CASE: DRONES

Drones are increasingly useful for obtaining hard-to-get footage. Here are some drone-specific use cases that are becoming popular:

- **Property claims:** quickly and safely access damage, without risking ladder injuries
- **Auto claims:** document and measure accident scenes via video analytics
- **Underwriting:** Better understand property condition before assuming risk as well as conducting ongoing monitoring
- **CAT response:** Conduct post-CAT surveying, triage damage, and plan personnel effectively



EXAMPLE: Streamline Auto Insurance Claim



A motorist involved in accident uses a smartphone to record the scene, show damage, and take testimony from witnesses and the at-fault driver in a short video.



The Case Adjuster notes critical sections in the video, such as where parties may have accepted responsibility.



The motorist uploads video evidence via a mobile app provided by insurance company.



The Claims Adjuster accesses the video on his or her laptop or mobile device to quickly resolve the claim.

SOLUTION

- Enables videos to be captured by mobile devices
- Provides single user interface from capture through claim
- Enables video to be leveraged for claim resolution, enhancing customer satisfaction and reducing costs

About Kaltura

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, at work, and at school. Visit our Kaltura for Insurance page at: <http://corp.kaltura.com/Industries/Video-for-Insurance>



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