

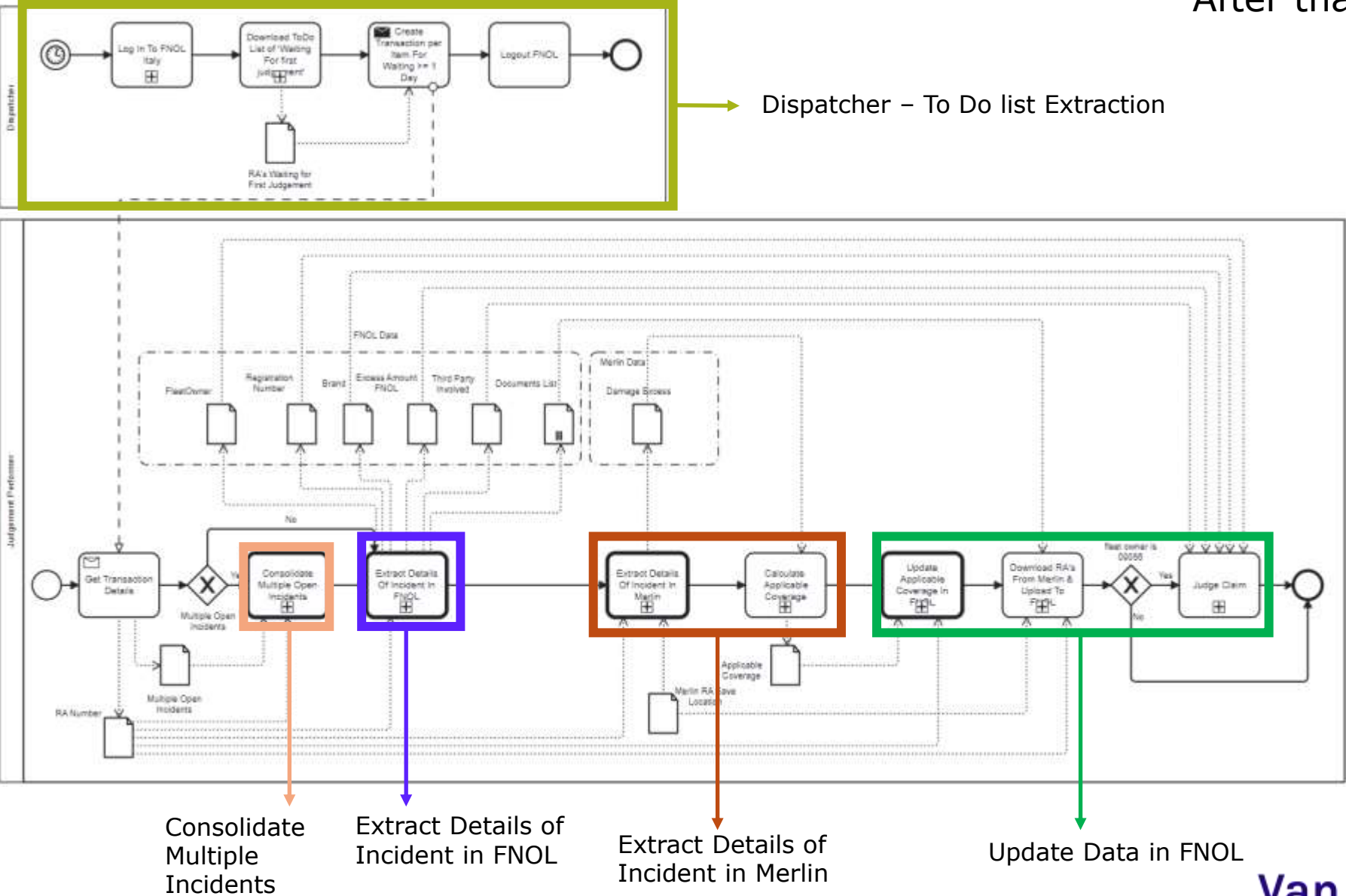
Hyperautomation

How AI make Humans More Human

Strategic and Ethical concerns



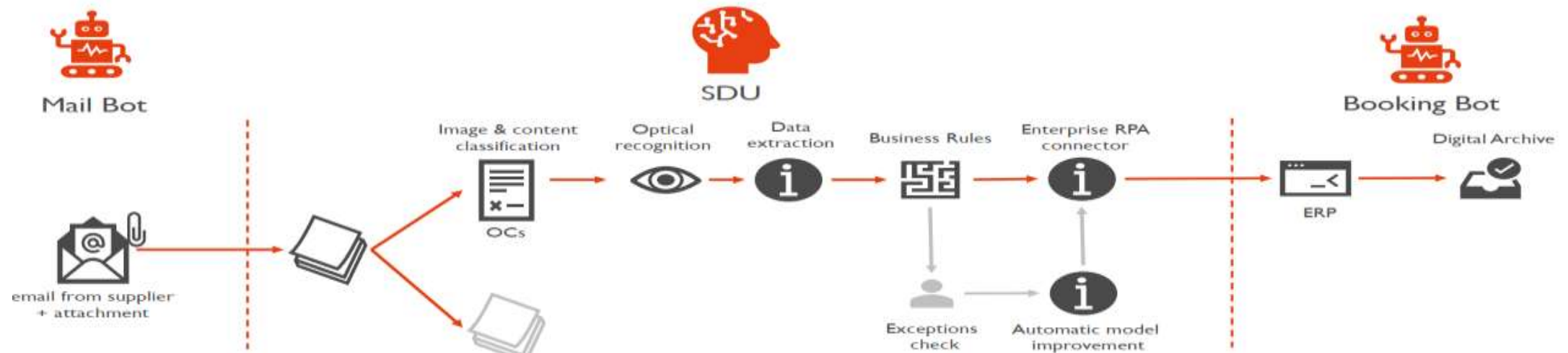
1st run: 5 a.m.
After that, every 6 hours



SDU. What would it look like?



#Hyperautomation productivity to help employees focus on more **valuable work**



1. The robot retrieves mails from the e-mailbox and checks whether there is an attachment (invoice)
2. Attachments are loaded into the SDU system by the robot
3. The SDU system determines whether it concerns an invoice or other document
4. Invoices are made legible with OCR
5. The necessary data is extracted
6. Based on business rules (or POs) it is determined what should be done with the invoice
 - Exceptions or situations in which full recognition fails, end up with end users
 - The tooling improves itself based on the actions of end users
7. After business rules validation or user actions, the invoice is processed by the robot in ERP (booking system)

Van Ameyde today, a global operation.

Generating impact for 1,000+ insurance and risk management clients

Key figures



170,000,000

Global
revenues



1,500

Committed
team members



46

Operating
countries



30

Countries covered
with own offices



1,000

Clients and more
put their trust in us

Corporate governance



GPTW certified

Great Place To Work
based on employee
surveys



ISAE 3402

Ensuring control
on its business



ISO 27001 certified

Ensuring IT
security



100% owned by

stable ownership,
independent from
insurance industry



Committed to UN 10

Principles for responsible
business to achieve corporate
and social responsibility.

Agenda

- Introduction
- Vision Where to go and why?
- What to use?
 - Some automation possibilities RPA/ML/LLM/AI
- How? Which Strategy to apply
- Ethics towards the workforce.

Vision

Where to go and why

- Setting a vision or desired future state is the process of defining the desired pathway for a technology's deployment. Before using hyper automation in your organization, you will need to identify what you hope to achieve.
- Using Porter's three generic strategies as a reference, how will hyperautomation impact cost leadership, differentiation, or focus to give you a competitive edge or simply survive
- Decide your STRATEGY
- Discuss change in your organization and how to cope with that
- Involve people from all levels

Insurance industry has four focus topics on claim handling. With hyper automation Van Ameyde covers all of these

Efficiency

- Reduce claim handling times
- Bring down operational expenses

Customer satisfaction

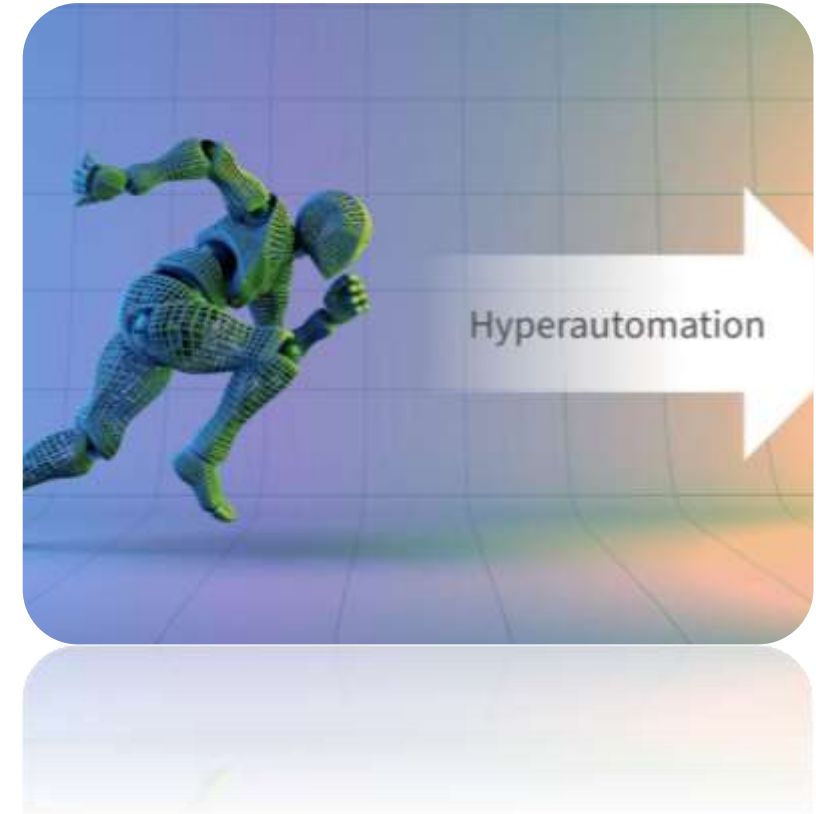
- Ensure best customer claim experience
- Improve data quality

War for talents

- Ensure the right workforce (capacity and capabilities)
- Make jobs more interesting for people

Reduce loss ratio by claim analytics

- Leakage reduction
- Loss prevention
- Fraud prevention & avoidance
- Insurance procurement deflation



What to use?

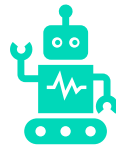
Some Automation possibilities at Van Ameyde



STP (Straight Through Processing):

Process-automation with no/minimum manual intervention.

Quick, errorless, claimshandling for simple mass claims.



RPA (Robotic Process Automation):

Automized repetitive rulebased tasks.

Vulnerable but very powerful when mass is high.

Frees people to do more complex task.



AI (Artificial Intelligence):

Handles and interprets unstructured data.

Extremely powerful for handling of emails and documents within the claims process.

Supports informed decision making.



Under Development.

Generative AI:

Analyses data and puts it against a large database (historical data).

Generates clear analysis and correspondence.

What Results do we expect?

- Scalability:** Team development, No additional recruitment
- Consistency:** Harmonisation of processes, Stability of operations
- Workload management:** Reduction in overtime, Fair distribution of work
- Reduction of errors:** Reduction of manual tasks
- Speed:** Speed up document processing, Eliminate delays
- Employee satisfaction:** Concentration on complex tasks
- Growth:** AI for repetitive tasks, Focus on expansion and strategy
- Cost Reduction: ????**

HOW?

Five Strategies to get the most out of AI

- Plan to grow. Not to cut
- Invest in Technical and Managerial Talent Capabilities
- Be Open to Revising Your Strategic Goals
- Rely on a Solid Digital Foundation
- Help Nurture the Creation of AI Ecosystems

Five Strategies to get the most out of AI

Plan to grow. Not to cut

- Executives should approach AI as an instrument to expand their businesses — creating new products or services, increasing productivity, or winning more market share — as much as a tool to cut costs.
- Companies with less experience in AI tend to focus on its ability to help cut costs, but the more that companies use and become familiar with AI, the more potential for growth they see in it.
- The management of AI technology involves **new leadership skills**
- Including those required to implement modern processes embedded with AI. Companies that are successfully embracing AI are committed to transformation programs
 - Top management embracing the change
 - Cross- functional management teams ready to redefine their processes and activities.

Five Strategies to get the most out of AI

Invest in Technical and Managerial Talent Capabilities

- First need for new talent: We debate how AI may affect labor markets by automating parts of old jobs, but we have not thought on how AI is likely to require new technical job categories such as “DevOps Engineers” and “Next-Gen MachineLearning Engineers.”
- Second is the need for managerial attention: Good return on AI will be captured only when the technology is embedded in business and workflow processes — a job that typically is complex and requires management attention from the highest-level leaders.
- Regarding technical jobs, AI promises to be a great source of employment — but also of headaches. Filling new technical positions is expensive and time-consuming because we have not been turning out enough skilled professionals to keep up with the demand.

Five Strategies to get the most out of AI

Be Open to Revising Your Strategic Goals

- In the age of digital disruption, organizations often “play defense” and protect existing business lines by cutting costs, boosting automation, or improving customer service.
- Maybe we are better off playing offense by pioneering new products and business models.
- Similarly, companies committed to adopting AI need to make sure their strategies are transformational and should make AI central to revising their corporate strategies.

Five Strategies to get the most out of AI

Rely on a Solid Digital Foundation

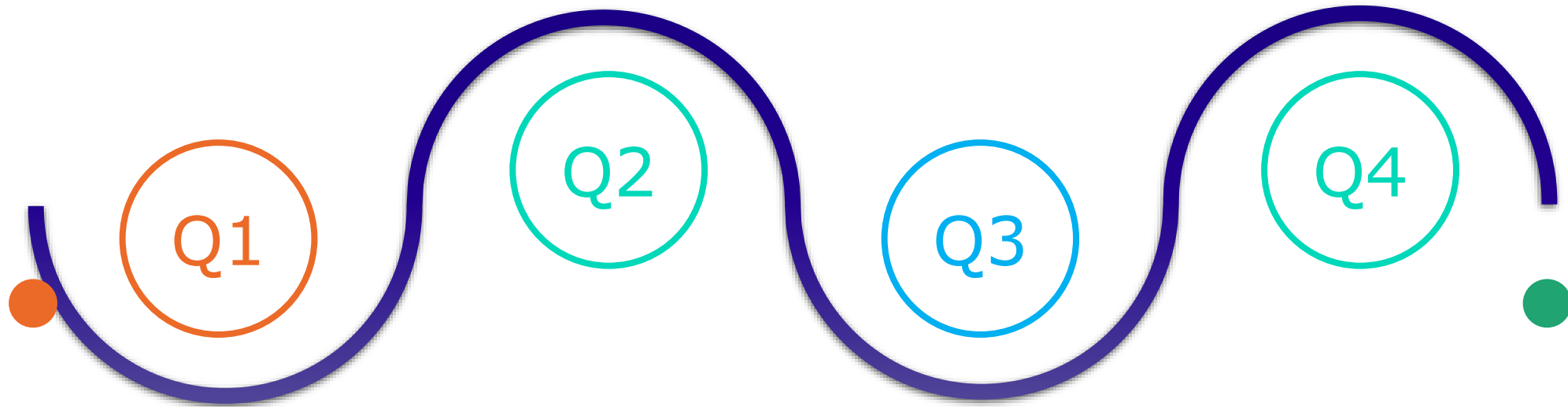
- AI works best when it has real-time access to large amounts of high-quality data and is integrated into automated work processes.
- Thus, AI is not a shortcut to creating digital foundations, but a powerful extension of them instead.
- How is your company now in the digital age?
- Look at digital assets, including an organization's computers, robots, digitally connected systems, and other information communication and technology (ICT) assets.
- How are digital assets used, such as for digital payments, digital marketing, back-office operations, and customer relations, and are the human resources devoted to using digital assets?

Five Strategies to get the most out of AI

Help Nurture the Creation of AI Ecosystems

- A critical mass of researchers, developers, financiers, and customers can create a fertile, self-sustaining ecosystem in which innovation and entrepreneurialism can thrive.
- Business leaders can nurture the development of AI ecosystems in their communities by encouraging supportive government policies.
- Thoughtful incentives to attract investment and talent are helpful — for example, tax breaks for AI entrepreneur immigrants and special tech visa quotas. Funding for leading-edge science programs, grants to universities, the creation of government laboratories, and joint research initiatives with the private sector.

How is Van Ameyde doing | The Roadmap



Technical Set Up

Scope: Foreign claims (all regions **and** Motor claims

Converting activity log files (Echo) to **visualized insights** (Celonis*)

Learn and Improve

- **Set** the **parameters**
- Select and **train** the users
- **Evaluate** and **improve**

Expand

- **Increase scope** with all possible processes within all regions
- **Spot** and seize **opportunities**

Reflect

- **Determine project success** and process mining in general
- **Decide on continuing** process mining and partnership with supplier

Hyperautomation community

Hyperautomation steering board

- 1 board member, 1 RMD (me), IT Director, Project lead (now 3 for every item)
- 5 RMD's Claims regions
- Lead Hyper Automation per region
- Team manager RPA/ML/AI-team
- All needed disciplines will be represented in this way (efficient & effective planning)

Frequency

1. Weekly call with Hyperautomation board
 1. Discuss ongoing implementations
 2. Discuss new items on backlog
 3. Prioritize processes to be analyzed & processes to be implemented

Monitoring and Control

Extensive monitoring and a professional incident management in place

- Continuous monitoring by the different teams
- Performance notifications send to team and business
- Daily contact meetings team and business
- 24/7 support contract with UIPath provider
- Incident management process in place

Ethics

- In the company towards employees to manage the change
- Transparency
- Continuous Communication to avoid loss of employees because of being scared
- Upscaling (move to other department)
- Rescaling (move into another role)
- Downscaling (firing)
- People are scarce and good people even scarcer

The background of the slide features a light gray surface with several paper boats. One boat in the upper left is orange, while the others are white. They are arranged in a way that suggests movement across the surface.

One step ahead