

Lanes Assistance Services shaves days off insurance claims process with Digital Pen and Paper technology

Submitted by: Six Degrees Limited

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London, 10th May 2011: Lanes Assistance Services (LAS), provider of claim cycle management for insurance companies, has shortened its claims handling process from days to minutes by rolling out a Digital Pen and Paper solution from Anoto partner, Magicomm.

LAS provide network management for insurance companies in the UK. With their core network of around 100 building contractors, LAS manage the claims cycle for the insurance companies from start to finish. The solution, based on Anoto Digital Pen and Paper (DPP) technology, has enabled LAS to speed up its claims handling process from several days to just 20 minutes. In this way, insurance companies can make decisions on claims instantly and immediately proceed with settlement, allowing them to offer a quicker claims lifecycle than competitors and helping to improve customer loyalty.

In order to progress insurance claims, site surveys have to be carried out in the policyholder's home. In the past, this was a lengthy process as a building contractor would need to visit, complete a site survey and make notes on the remedial work required. These notes would then be written up and mailed to a back-office administrator.

The site survey would then be scanned into the system to create a PDF document and the data would be entered into 'GClaim', a web based claims handling system, in order to create a quote for the cost of repairs. Finally, GClaim sends this information back to LAS for validation and approval. This laborious process often took up to five working days to complete and was the primary reason that LAS decided to look for an alternative solution.

The solution consists of digital pen and paper forms imprinted with the unique Anoto dot pattern. Insurance companies pass the claim on to LAS, where the claim is added to the GClaim system. A local contractor is then assigned to visit the property and carry out a survey of the damage and the repairs required. Using a digital pen, the contractor completes the survey form. The pen data is then sent via Bluetooth to Magicomm's back-end systems, which are integrated with GClaim, instantly producing an estimate visible to all three parties – the initiating insurance company, LAS and the contractor. LAS contact the contractor while they are still on site and they can then immediately agree on a start date with the policyholder.

"We have been amazed at the results of this simple change that we have made to our claims process," said Wendy Harfield, Director of Operations, LAS. "The significant reduction in the time it takes us to claim has put us way ahead of our competitors and more importantly, made an enormous difference to our customers."

About Anoto Group AB:

Anoto Group is the company behind and world leading in the unique technology for digital pen and paper, which enables fast and reliable transmission of handwritten text into a digital format. Anoto operates through a global partner network that focuses on user-friendly solutions for efficient capture,

transmission and storage of data within different business segments, e.g. healthcare, bank and finance, transport and logistics and education. The Anoto Group has around 80 employees, offices in Lund, Sweden (head office), Boston and Tokyo. The Anoto share is traded on the Small Cap list of the OMX Nordic Exchange in Stockholm under the ticker ANOT. For more information: www.anoto.com.

About Magicomm:

UK-based Magicomm is a Global Anoto service provider, specialising in providing innovative and robust commercial 'content centric' digital pen and paper solutions. Mercury is Magicomm's secure proprietary two-way messaging (image and data) platform. It takes digital pen and paper applications to a new level of sophistication, enhancing performance and delivering unique user benefits. Business sectors in which Magicomm has specialist knowledge include logistics, finance, insurance, police and healthcare. For more information: www.magicomm.co.uk

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