

CASE STUDY

Elevating Insurance Claims: Pinnacle's Digital Transformation

OBJECTIVES

- Overhaul the traditional claim processing system.
- Enhance fraud detection capabilities using AI.
- Provide customers with a real-time claim status tracker.

HYPOTHESIS

- The claim processing time can be decreased by digitizing the procedure.
- Modern AI algorithms can increase the success rate of fraud detection.

SOLUTIONS

Softinator introduced ClaimMaster Pro to Pinnacle's ecosystem. The solution swiftly processed valid claims, flagged suspicious ones for review, and offered policyholders a transparent view of their claim status, enhancing both operational efficiency and customer trust.

IMPACT

- Policyholders have given the new claim tracking portal 90% good comments.
- Detected and prevented fraud in 5% more cases than previous systems.
- Reduced claim processing times by 60%.

AT A GLANCE

Challenges

- Limited fraud detection mechanisms.
- Lengthy claim processing times.

Benefits

- Enhanced fraud prevention, safeguarding company assets.
- Increased customer trust and satisfaction rates.



“Working alongside Pinnacle Assurance Group underscored the importance of customer trust in the insurance sector. While technology can drive efficiency, it's the human-centric design that fosters trust and satisfaction.”

