

Overview

Industry

Insurance

Location

United States

Challenge

Time-in-process

Solution

Self-service app

Results

40% decrease in operating time

YouGoLook

Provides step-by-step instructions designed to ensure speed, quality and accuracy.

- End-to-end processes
- Your branding
- Instant inspection

Learn more at

www.crawco.com/wegolook

Inefficient to self-sufficient

YouGoLook® improves the way insurance renewals are handled

The challenge

Annual homeowner policy renewals are commonplace in the insurance industry. However, for a major northeast insurance provider, the inability to acquire accurate information from their field teams in a timely manner led to inefficiencies causing delays and adding considerable expense to their bottom line. As a result, the underwriting group avoided home inspections as a means to reduce higher operating costs, which wasn't ideal for policy underwriting. Making matters worse, policyholders had expressed unease having strangers in their home.

Ready to address issues with their current process, the residential property underwriting group contacted WeGoLook®, a Crawford company, to design a solution.

The solution

Showcasing some of Crawford's latest innovations, WeGoLook customized a version of their self-service app, YouGoLook, to meet the provider's renewal specifications. YouGoLook empowers policyholders to complete their homeowner renewal inspection autonomously, guiding them through the data and photo capture process based on the provider's requirements. The app is designed to streamline low-risk evaluations saving critical time for the insurer and insured.

The results

The insurance provider implemented YouGoLook within their homeowner renewals process, and the results were significant. Adoption of the app was evident with 63% of renewal orders completed, 56% of those in less than 24 hours. This strategic realignment decreased operating time by an estimated **40%** resulting in a savings of roughly **25%**, all while delivering accurate data needed to process policy renewals. Furthermore, a spike in policyholder satisfaction was observed with users voicing their appreciation on the new mobile app.