

## CASE STUDY



### The Challenge

To streamline and control the claims management process, integrate disparate systems and alert on critical data.

### The Solution

Introduce PRESENCE to extend the functionality of existing systems and integrate data sources. Provide a web based claims management solution for customers, automate claims processes, workflow and document management.

### Benefits

- > 50% reduction in claims cycle time.
- > Guaranteed compliance
- > Reduced costs.
- > Improved customer service and retention.



## Target Express Drive The Costs Out of Their Customer Claims Process With PRESENCE

Target Express handles over 20 million parcels a year for its 5,000 accounts across a network of 50 depots and 2,800 staff. In its goal to provide continual superior service, Target Express selected the PRESENCE Codeless Development Platform to automate and streamline their claims management process.

Target Express has created a Service-Orientated Architecture for their Customer Claims process using PRESENCE. This approach of straight through processing (STP) significantly reduces the lead-time to deployment as well as reducing operating costs.

By developing an online claims service, Target Express customers can now log their claim online if a shipment is lost or arrives damaged. PRESENCE then takes the data they provide and runs it against a series of business rules. If the claim is under a predefined amount and the claimant meets certain criteria, the claim is automatically processed and paid out without any human intervention.

Alternatively, claims that require human intervention are now automatically routed through to the correct member of the Claims Department to be processed manually. PRESENCE then allows customers to track these claims through the Target Express website and provides them with the information they need online, therefore reducing the number of enquiries from customers wanting information about the progress of their claim.

This claims management system developed with PRESENCE has reduced the average claim cycle by more than 50%, dramatically reduced administration costs and improved customer service to ensure a higher customer retention rate.

*"We are in a highly competitive market where today's service dictates tomorrow's opportunities. We have chosen PRESENCE in order to deploy a range of integration, alerting and monitoring processes across our business model to maintain competitiveness and continue to provide excellent service levels. As the PRESENCE system operates in a non invasive manner we can connect legacy systems in hours instead of months"*

**Chris Bale**  
**IT Director, Target Express**

PRESENCE enables organisations to achieve rapid ROI and improve business performance by automating business processes; developing web service applications; delivering Sarbanes-Oxley type compliance and simple event notifications by monitoring existing systems and processes.