



## Extended Warranty Claims System

### The Client

Elkjøp, a part of the Dixons Group plc, is the largest player in the field of consumer electronics and household electrical articles in the Nordic Region. The company has more than 170 retail outlets in Norway, Sweden, Denmark, Finland, Iceland, Hungary and the Czech Republic, based mainly around the superstore concept.

Elkjøp has built up its strong market position through cost-effective operation, efficient logistics, good purchasing systems and aggressive marketing of well-known brands at low prices.

### Project Objectives

The company needed to improve the way they handle claims made on extended warranty policies. Based on a paper claim form, the process was entirely manual, extremely labour intensive and difficult to control. Claims had to be frequently reworked due to incorrect or incomplete information being sent to the insurance companies.

The objectives of the project were three-fold:

- to gain control of the process from initial claim to final settlement
- to eliminate incorrect claims, and the rework associated with them
- to significantly reduce the resources required to support the process.

### The Solution

The solution is based on Stateframe™, a BPM engine developed by Alia Systems, and the Contempus Archive product from Alia's Scandinavian partners, Component Software ASA.

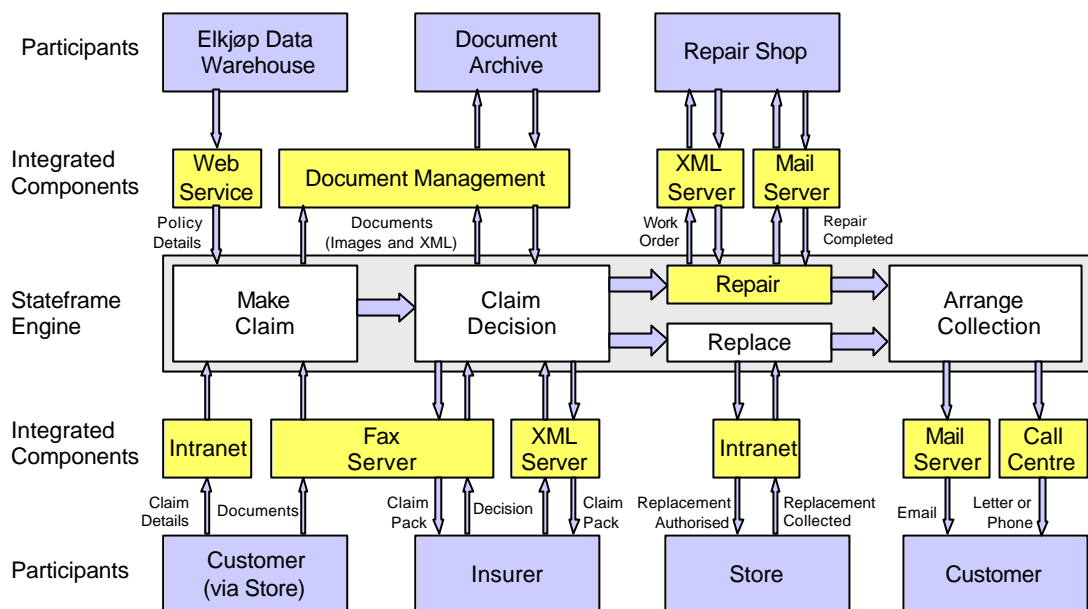
The sales person completes an on-line form, with the customer, using the Elkjøp intranet. The original policy information is retrieved from the Elkjøp Data Warehouse via a web service. Stateframe makes an initial assessment, and identifies the additional evidence needed by the insurance company.

A fax header is printed locally for each document required. As the documents become available, they are faxed to a fax server, which automatically stores the document in Contempus Archive, and associates it with the claim.

When the claim data is complete and all the documents have been provided, the claim is passed to the relevant insurance company, either by XML transmission or Fax, depending on their preference. Stateframe now waits for a response from the insurance company, again this may be via XML or Fax.

If the decision is to replace the product, the store is notified via their Stateframe in-tray, and the customer is notified based on his contact preference: email, letter or phone call. Emails are sent automatically by an SMTP Server. Letters are generated from Contempus Archive. Phone calls are passed to a Call Centre, where Stateframe manages the customer contact, including callback reminders and contact notes.

If the decision is to repair the product, the Store is asked to dispatch the product to the repair shop. Once the repaired product is returned, the customer is notified that his repaired product is available for collection.



The system is used in several countries, covering several brand names, so Stateframe's dynamic branding and language capabilities are essential. Stateframe automatically detects the language and brand required for a particular user and alters the user interface accordingly. Language translation applies not only to the on-line forms, but also to the audit trail the system provides to track each claim.

## Benefits

The direct benefits of the system are improved control, accuracy and resource savings. Elkjøp estimate that resource requirements could reduce from 20 to 2 people once the system is fully rolled out.

However, the indirect benefits are far more wide-ranging than this particular process. The integration with Contempus Archive, and the XML, Fax and Mail Servers has been approached in such a way as to make them immediately re-usable in other business processes. This was demonstrated when a second process, to support the sale of extended warranty policies in the Czech Republic, was built in just a few days, by utilising the components already built for the claims process.

Tom Kronstad, Risk Assessment Manager at Elkjøp and the main system sponsor said:

*"We have been convinced that BPM-tools are the way to go in order to increase efficiency and control in our daily operation. Stateframe will be our platform for future development in this area. The possibility to easily re-use components makes us eager to go on with several other business processes."*

## Further Information

For further information about Stateframe, and other case studies, please visit our website [www.alia.co.uk](http://www.alia.co.uk)