



CATION
CONSULTING

| sbs |

SBS-CLAIMS.CO.UK

DIGITAL CLAIMS SOLUTIONS

NEXT-GENERATION INSURTECH



InsTech.ie Transformation Summit June 2025

Our focus is on enhancing customer experiences by delivering innovative solutions designed specifically for Insurance companies. With our expertise, clients can leverage the complete capabilities of AWS, achieving unparalleled performance, scalability, and security.

- **Amazon Connect:** Comprehensive cloud contact center solutions.
- **Conversational AI:** Sophisticated automation for effortless customer engagement.
- **Generative AI:** State-of-the-art tools for tailored experiences.



AWS Rising Star Consulting Partner of the Year – UK&I 2024



Ryanair – CCMA Ireland Award for Best Use of Technology - Transformation 2024



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About us

Established in 2017, AWS Consulting Partner

Trusted AWS Partners for businesses looking to simplify operations, enhance engagement and scale with confidence.

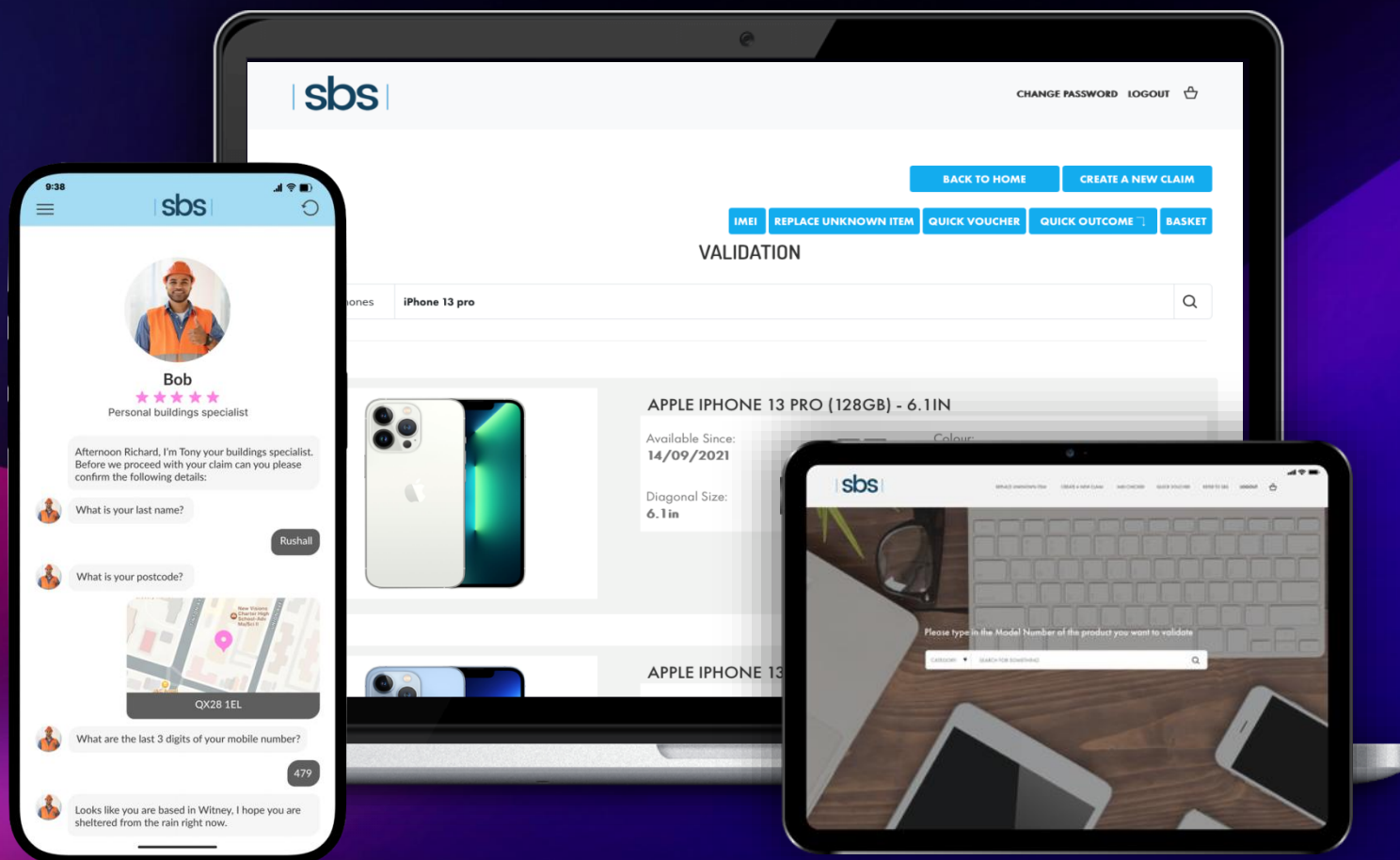
30+ People across Ireland, UK and India





DIGITAL INSURANCE INNOVATOR & DISRUPTOR

| sbs |



Household & Gadget Claims Specialist



Providing Digital Claims Solutions to the leading Home, Motor & Gadget Insurers.



Self-serve & Automation – facilitating strategic growth

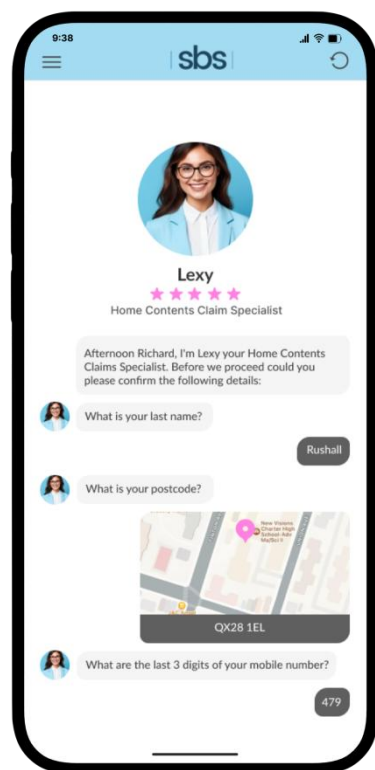


Coherent Digital Strategy



Test lab for insurers – to incubate new ideas

DEFINITELY DIFFERENT IN >>> DEGREE



Scalable, Digital, Tech-enabled Contents Solutions



Operating in the UK insurance market since 2000

SBS provides Validation, Repair and Replacement services for all Household and Commercial Insurance contents commodities.



Digital Strategy since 2018

We have grown significantly over the last 7 years through the mobilisation of a coherent Digital Strategy.



Powered by SBS's digital operating model

Integrated into the leading UK insurers – SBS is the watchword for speed, innovation, and great customer service.



SBS **replace** all types of Contents, Personal Possessions & Gadgets

ranging from Carpet to Jewellery; IT kit to Smart Phones; TVs to Fridges to Sonos!

THE RESULT?

A completely new way of operating in the contents claims market.

From Digital FNOL and Streamlined Claims Validation, through to customer-focused restoration, repair and fulfillment services.

Same-day Fulfilment – the New Normal.

DISRUPTION & GROWTH

TRUSTED BY THE
BIGGEST BRANDS



Self-serve & automation across ALL HOME CLAIMS



SBS DIGITAL CLAIMS SOLUTIONS

Self-serve & automation across
HOME CLAIMS



Buildings Claims



Motor Car Seats



Bikes & Leisure



Smart Phones &
Mobile Devices



Computing &
Tech



Flooring &
Furniture



White Goods



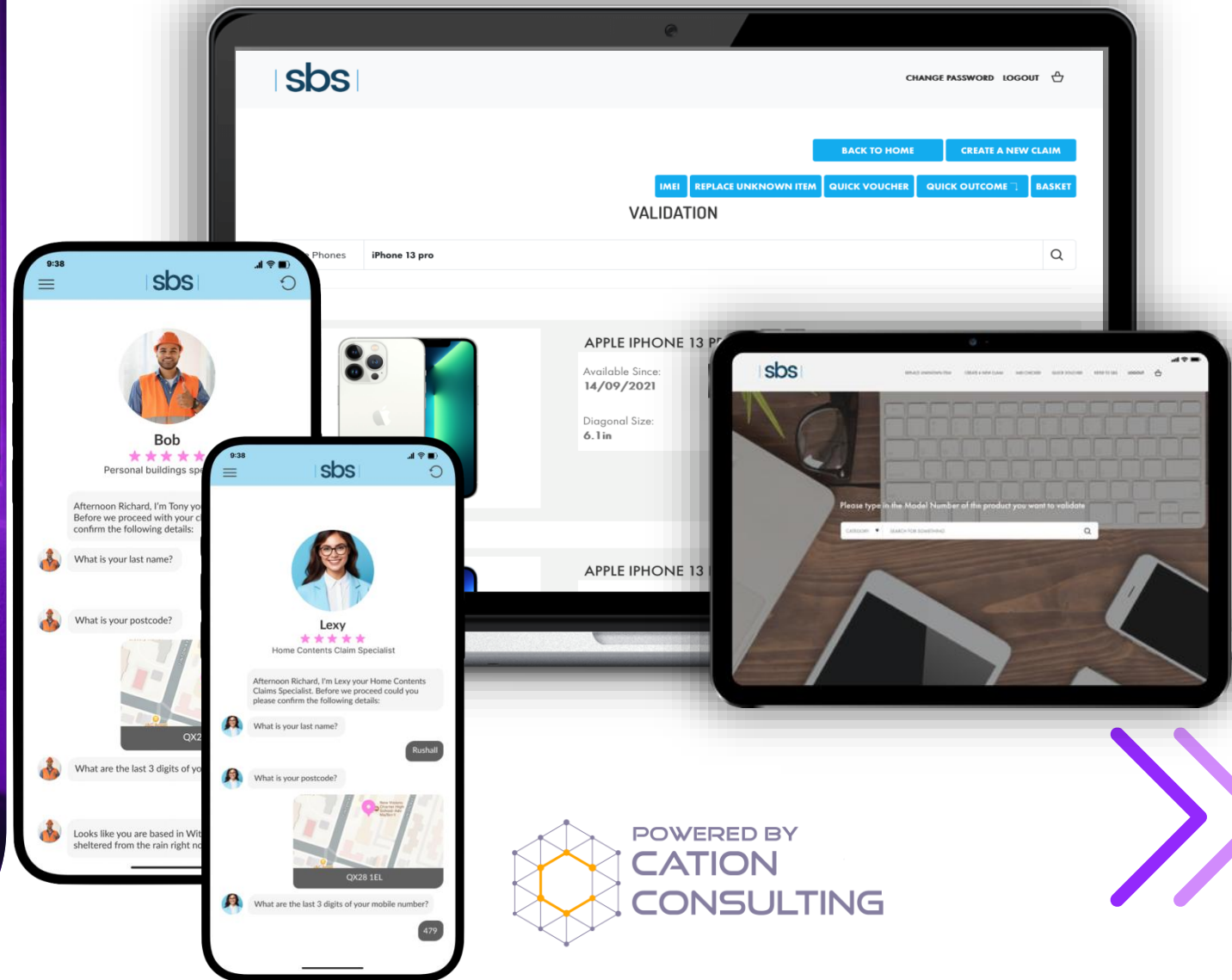
Brown Goods &
AV Equipment



Jewellery &
Watches



PROVIDING AI-POWERED INSURTECH SOLUTIONS



POWERED BY
**CATION
CONSULTING**



Automating Call Summaries



Identifying the use case...



25,000 phone calls per month

SBS call centre operation processes 25,000 phone calls per month, each requiring a detailed call note

3 minutes of after-contact work time

SBS claims handlers spent an average of 3 minutes of after-contact work time writing manual call notes

Risk of human error

Manual processing introduces risk of human error and omission of key details

Reduced customer service

Multi tasking reduces level of customer service and care provider to policyholder

Automating Call Summaries



The solution...



Agent completes call as normal, devoting 100% of their attention to the customer



Amazon Connect

Automated transcription via Amazon Connect Contact Lens



Claude

Transcript run through Anthropic's Claude 3.5 Sonnet with a bespoke summarisation prompt

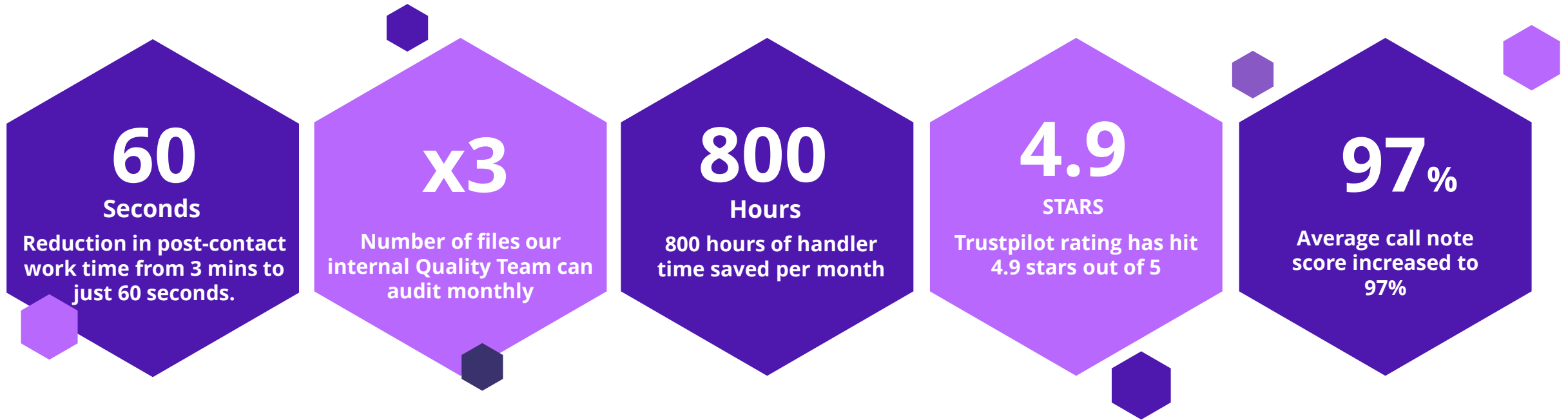


Call summary ingested into SBS Claims Database

Automating Call Summaries



The results...



✓ Claimed profile



SBS Insurance

Reviews 1,544 • ★★★★★ 4.9 ⓘ

"This is the best thing SBS has ever implemented"
Dan White (Leisure Team Leader)



Q3 2024 – a Client approached us with an operational challenge



*“We would like to explore alternative....
...digitally enabled options...*

for dealing with low value Buildings claims...

to help us improve operational efficiency...

...and improve customer outcomes.”

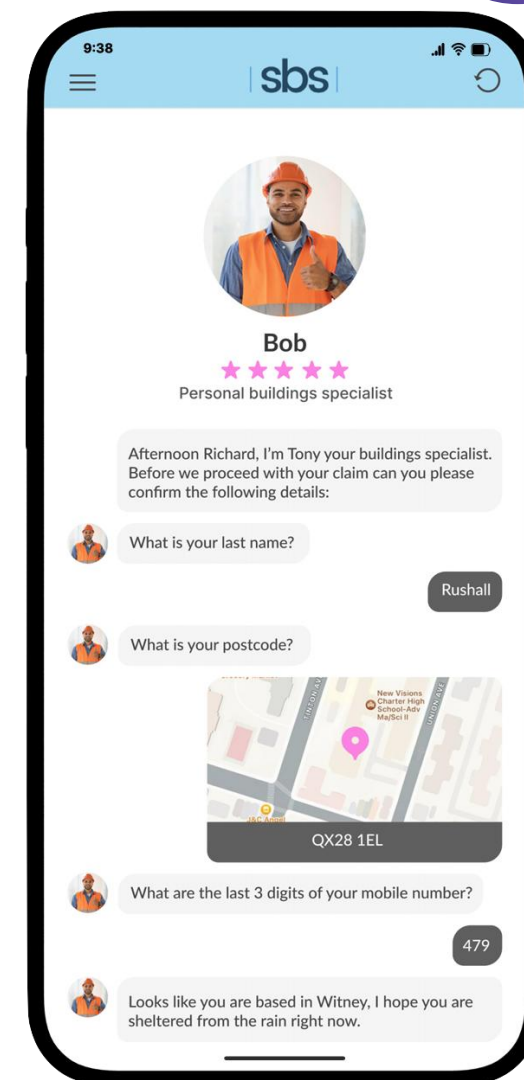


Revolutionising Buildings Claims

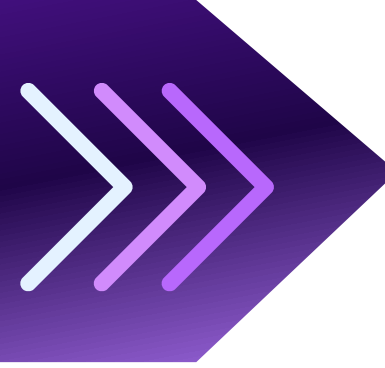
SBS Digital Building Claims

We designed a Self-serve ENOL solution to automate and streamline high-frequency, low-value Buildings Claims. We wanted to deliver:

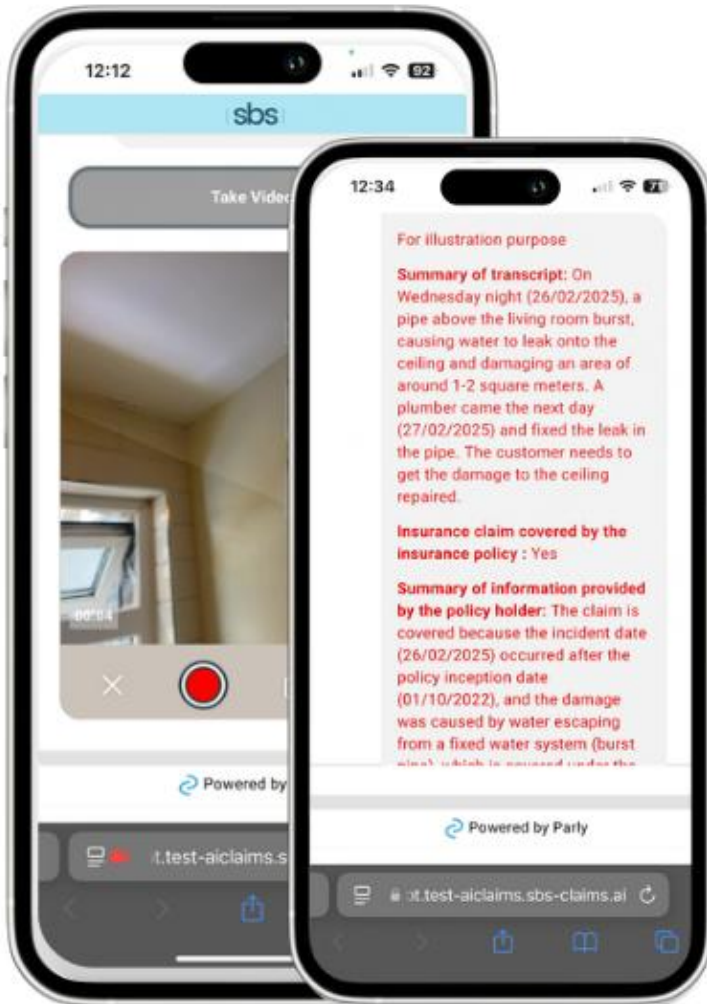
- Faster Claims Outcomes
- Resource Optimisation
- Operational Efficiencies
- Cost Savings
- Enhanced Customer Experience



Automating Claims Decisions

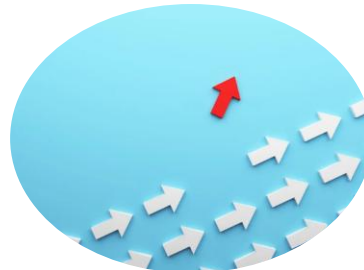
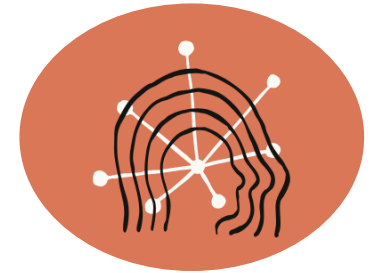


Can it be done...?



User uploads **video evidence** of damage, supported by a description of the incident

Transcript run through **Anthropic Claude Sonnet 3.5** with several tasks to complete



Automated triage: low-risk claims automated and high-risk claims flagged for review

Feedback loop for continuous improvement of prompt



Automating Claims Decisions

THE RESULT

89%

of customers opted in
and completed the
journey

91%

Over 90% of LLM
decisions were
correct

07 DAYS

Average claim lifecycle
reduced from 3 weeks to just
7 days

68%

of sub-£1000
claims fully
automated

50%

Reduction in claims fees
vs incumbent supplier

THE RESULT.....

Our innovation independently
recognised at numerous industry bodies



Insurance Times Tech & Innovation Awards 2021-2024

- 🏆 Best Use of AI – [Winner](#)
- 🏆 Best Use of Technology for Claims
Customer Experience – [Winner](#)
- 🏆 Fraud Solution of the Year – [Winner](#)
- 🏆 Technology Innovation of the Year – [Winner](#)

UK Gov Trade & Industry 2020 & 2023 Awards for Innovation

- 🏆 Business Impact Awards – CAD Design & 3D Printing Jewellery
Insurance Claim – [Winner](#)
- 🏆 Business Impact Awards – AI Flooring Solution – [Winner](#)

British Insurance Awards 2021-2024

- 🏆 Claims Initiative of the Year – [Finalists](#)
- 🏆 Outsourced Partner of the Year – [Finalists](#)
- 🏆 Technology Award – [Finalists](#)
- 🏆 Business Sustainability (CSR) Initiative of the Year – [Finalists](#)

Insurance Times Awards 2022-2024

- 🏆 Claims Partner of the Year – [Finalists](#)
- 🏆 Excellence in Technology – [Finalists](#)
- 🏆 Excellence in AI – [Finalists](#)

Insurance Post Magazine Claims Awards 2022 - 2024

- 🏆 Claims Initiative of the Year – [Finalists](#)
- 🏆 Business Sustainability (CSR) Initiative of the Year – [Finalists](#)
- 🏆 Combatting Fraud – Technology of the Year – [Finalists](#)

CII British Claims Awards 2020-2023

- 🏆 InsurTech Award - [Winner](#)
- 🏆 Insurtech Award – AI Digital Claims Processes – [Finalists](#)
- 🏆 Outsourced Partner of the Year – [Finalists](#)



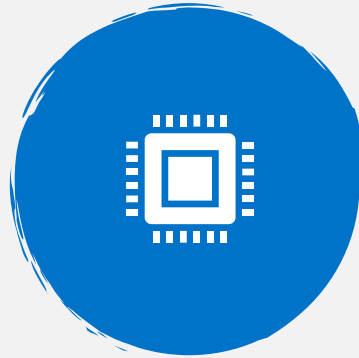
Innovate UK





Deep Dive Discovery

Focused sessions to analyse current structure and workflows, define migration requirements, and align Amazon Connect capabilities with business objectives



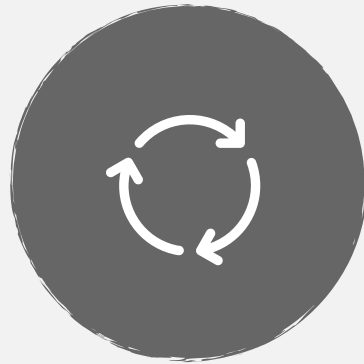
Deliver Like for Like Replacement

Migrate existing functionalities to Amazon Connect while ensuring seamless transition and minimal disruption.



Enhance with New Capabilities

Integrate advanced features, automation, and custom workflows to improve efficiency and customer experience.



Continuous Tuning

Optimise performance through ongoing monitoring, feedback-driven adjustments and iterative improvements.

Project Philosophy

Migrate existing functionalities, enhance with automation and continuously optimise for performance and customer experience.



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