iManage

Keoghs Uses iManage RAVN to Deliver Automated Legal Services

RAVN AI technology enables top UK law firm to automate claim processing, serve clients more efficiently

Industry:
- Legal

Challenges:
- Use AI to develop new legal products and services for clients
- Process thousands of claims in an automated fashion
- Pull structured data out of unstructured documents

Solutions:
- iManage RAVN is an artificial intelligence platform that can find, extract and classify information from large volumes of unstructured data sets and documents, allowing organizations to work smarter and faster

Headquartered in the United Kingdom, Keoghs is the leading provider of claims-related services to insurers, businesses and other suppliers to the insurance sector. As a top 100 law firm working exclusively in this area, Keoghs currently represents the vast majority of the UK general insurance market. The firm has approximately 1700 employees working from nine offices throughout the UK.

Challenge

"We handle general insurance claims of all types for our clients: from the lowest value disputes to the largest catastrophic losses," explained Dene Rowe, Partner and Director of Product Development, Keoghs. "We probably handle upwards of 100,000 claims per year — and because of the sheer volume of transactions that we do and the amount of process involved, we're big proponents of finding technology that can help us automate those processes and help make us more efficient."

Keeping with its forward-thinking approach to technology, Keoghs quickly recognized the potential of Artificial Intelligence (AI) to help the firm create innovative products that could streamline the handling of various insurance disputes.

"The iManage RAVN engine and products like iManage Extract and iManage Classify are just the next step in a journey we started long ago."

— **Dene Rowe, Partner and Director of Product Development, Keoghs**

"There are entire segments of claims that can be processed in an automated end-to-end fashion without a human needing to touch it," said Rowe. "That's something that excites our clients because it saves them time and money. Our lawyers also get excited because it's a unique value-add that we can offer clients — a real competitive differentiator. We just needed to find the right AI technology to make everything work properly."

Keoghs

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Solution

To start building out its innovative new offerings, Keoghs turned to iManage RAVN, a cutting-edge AI platform that powers a suite of applications that automatically find, categorize and extract data from large sets of documents. Keoghs was specifically drawn to iManage Extract, which can automatically read, interpret and extract key information from documents, and iManage Classify, which can intelligently understand and classify organizations' content.

"We had two primary requirements for our AI platform," said Rowe. "First, it needed the ability to pull structured data, like names and dates, out of unstructured documents. And second, it had to understand that data and provide some context around it. iManage RAVN ticked the boxes very easily on both of those requirements."

Now, when Keoghs receives unstructured documents — like claim forms or medical reports — iManage Extract pulls out key pieces of information, such as claimant name, defendant name and date of the medical examination, and turns it into structured data that can be pushed into the firm's automated case management system.

Additionally, iManage Classify reads the documents and provides context that enables better decision making. "iManage Classify, in effect, mimics what a lawyer would do with a medical report," said Rowe. "It reads the report and interprets what the report is saying so that we know the best way to process that claim."

Benefit

Keoghs has already delivered its first AI-powered legal offering to market: an "avoidable litigation" product that can process low-value claims very quickly, without having a human involved. While this AI-powered product greatly reduces the time and cost of performing these tasks, the human element remains central to the process.

"Our lawyers have wholeheartedly embraced this product because it's ultimately their knowledge and experience that's being leveraged," said Rowe. "They 'teach' the system how to think and continuously refine it to make it even smarter. Our lawyers are really at the heart of the system and that gives them full confidence in the decisions the system is making."

In the near future, Keoghs will apply this same type of functionality to more complex, high-value disputes. "The claims in these types of disputes are very document heavy," said Rowe. "There's a lot of review of large documents, like health and safety manuals, to understand clauses or terms of disclosure. Currently, it takes an army of people to handle this type of task; soon, we'll have a system handle it with even greater accuracy than humans. It's really quite incredible."

From Rowe's perspective, Keoghs' embrace of AI is simply part of the firm's continual quest for process improvements.

"We've been incorporating various elements of automation and workflow management into our firm for nearly 15 years, so we already have a culture of efficiency — it's part of who we are as an organization," said Rowe. "The iManage RAVN engine and products like iManage Extract and iManage Classify are just the next step in a journey we started long ago. All of our people are excited about where AI is taking us — the efficiencies it's driving and the amazing opportunities it opens up for us and our clients."