

New Business Operations Officer



Subsector: Insurance

Job Family: Operations

Impact Level

Today, this role is responsible for managing workflow and improving the quality and time required for new business processes.

High Impact

Consolidated Activities

	Today	Future
Application Processing (Workflow Management System)	Execution is repetitive and document intensive. The process is usually time consuming due to the high volume of applications.	RPA will eliminate the need for manual document review, and improve both the speed and efficiency of data entry, thereby reducing processing time and potential for manual errors.
KYC Review	Execution is largely administrative in nature, and requires manual verification of paper based documents.	Advanced Analytics and AI can be used to screen for potential risk areas. This would greatly reduce manual processing time and allow individuals to focus on complex or abnormal cases.
Complex Sales Inquiries Resolution	Execution requires strong communication skills to advise contact centre representatives or other first-line customer service roles on how to resolve these enquiries.	Digital self-service channels will be aided by the incorporation of AI, which can be used to route customers to the correct qualified representative and provide the first-line of screening to filter out simpler inquiries, reducing the number of cases that require additional follow up and increasing the efficiency of the resolution process.

In the next

3-5 years ...

Given that this role may be highly impacted, it is likely to see convergence with other client servicing type roles. In addition, the role will handle the most complex cases and continually need to remain updated about new offerings to ensure that information is accurately captured and processed.

Skills Differentiators:

- ▶ **Lead Virtual Teams:** Working collaboratively with teams that are dispersed across multiple locations will become more and more commonplace, leading to a need to adapt to working styles.
- ▶ **Advanced Digital Acumen/Literacy:** Understanding the variety of disruptive technologies available will help the job holder identify opportunities for process improvements.
- ▶ **Process Excellence:** Given the in-depth knowledge on application processing, the job holder can help to highlight the root cause of process inefficiencies and identify the right processes that require automation.
- ▶ **Automation Management:** As RPA solutions become more widely used to convert processes, the job holder will need to understand the underlying construct and continually look for opportunities for improvement.
- ▶ **Complex Problem Solving:** The job holder will need to examine complex cases that are escalated for review, and leverage available resources to develop and execution solutions.

