
The journey to extend the back office BPM solution for the direct consumer channel

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Topics:

- 1. Bridge developer's understanding of BPM from resistance to acceptance**
- 2. Use Camunda to communicate with the business stakeholders**
- 3. Use and extend the BPM to support another user base**

Bridge developer's understanding of BPM from resistance to acceptance (and embrace it)



Background

- CX movement | Corporate project
 - **Customer Self-Service Claim Reporting**
- Team structure
 - **Experienced developers and architects**
 - **Java**
 - **Angular**
 - **Experienced PM and PO**

Resistance

- **WHYs**
 - **If it ain't broke, don't fix it**
 - **Breaking the frame of reference**
 - **“Give up control”**
 - **Slow down to speed up**

4 Steps to Acceptance

- Communicate the big picture as clearly as you can
- Illustrate the business benefits as much as you can (forget about the technical part)
- Show, don't tell
- Set proper expectation on the productivity

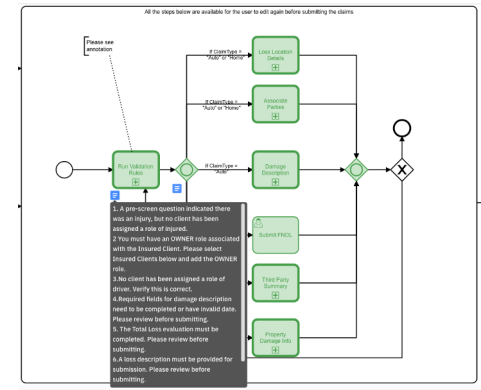
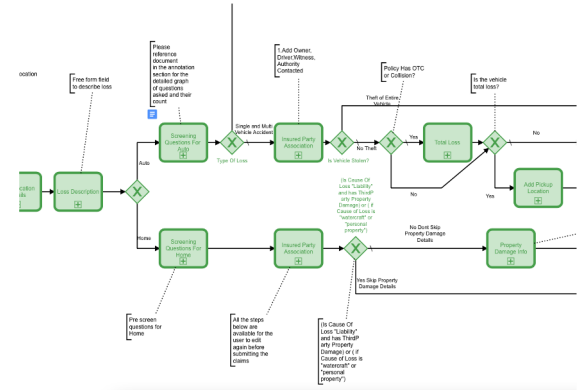
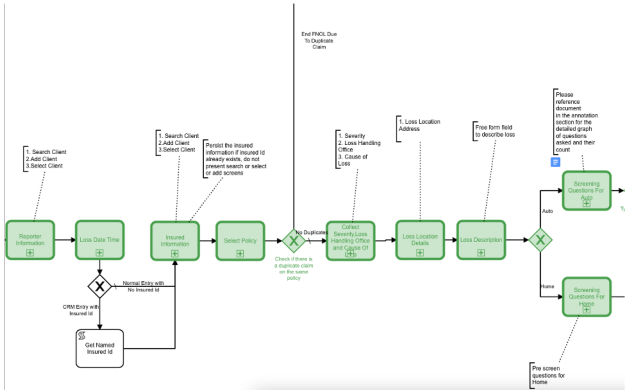
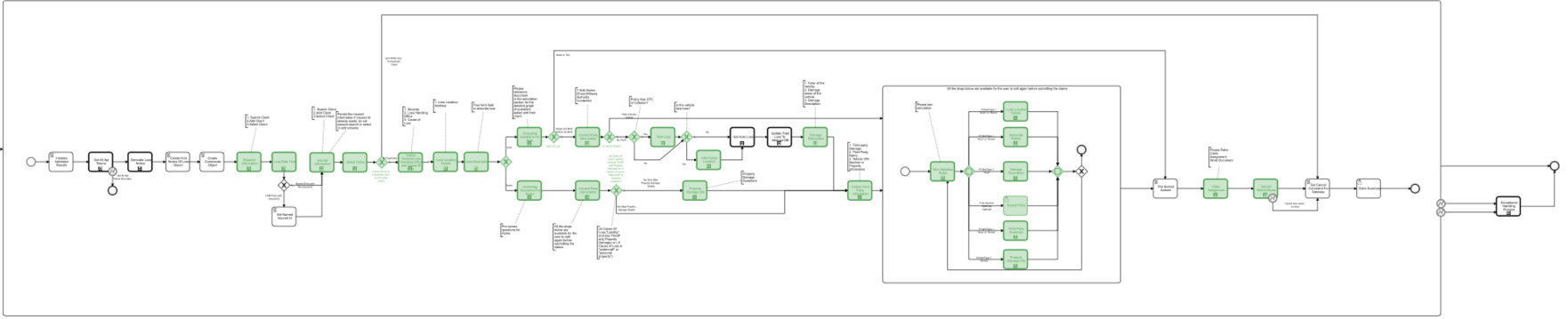
Use Camunda to communicate with the business stakeholders



New PM or PO's Point of View

- Don't know
 - **What is there**
 - **What is not there**
 - **What is inside the black box**
- Know
 - **Importance of reusability**

The "magical" moment



Squeezing Extra Value From Camunda

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How **IFBI** got extra mileage from its
Camunda claims intake solution

First Notice of Loss

2018

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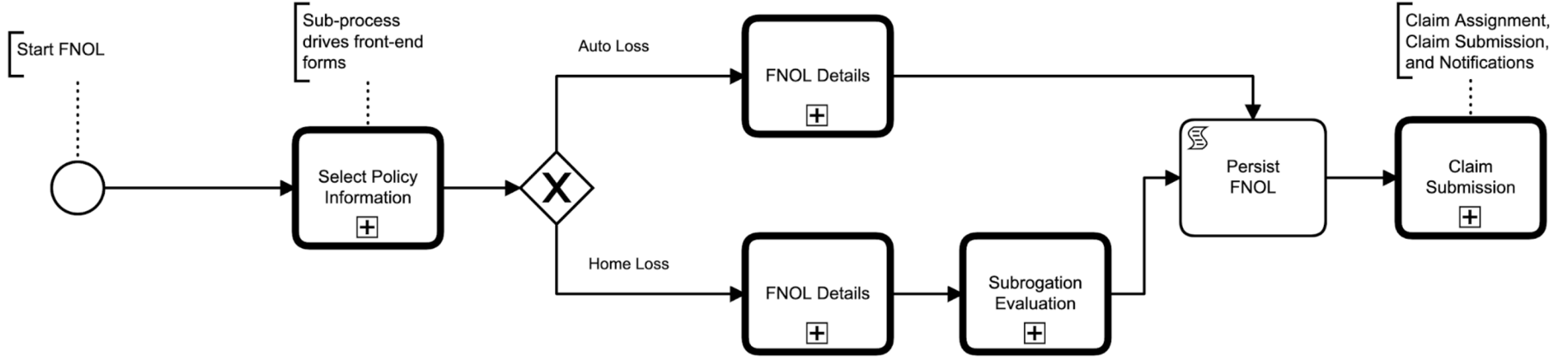
**Solution was NOT
designed for customer
self-service**

First Notice of Loss Project

Camunda in 2018

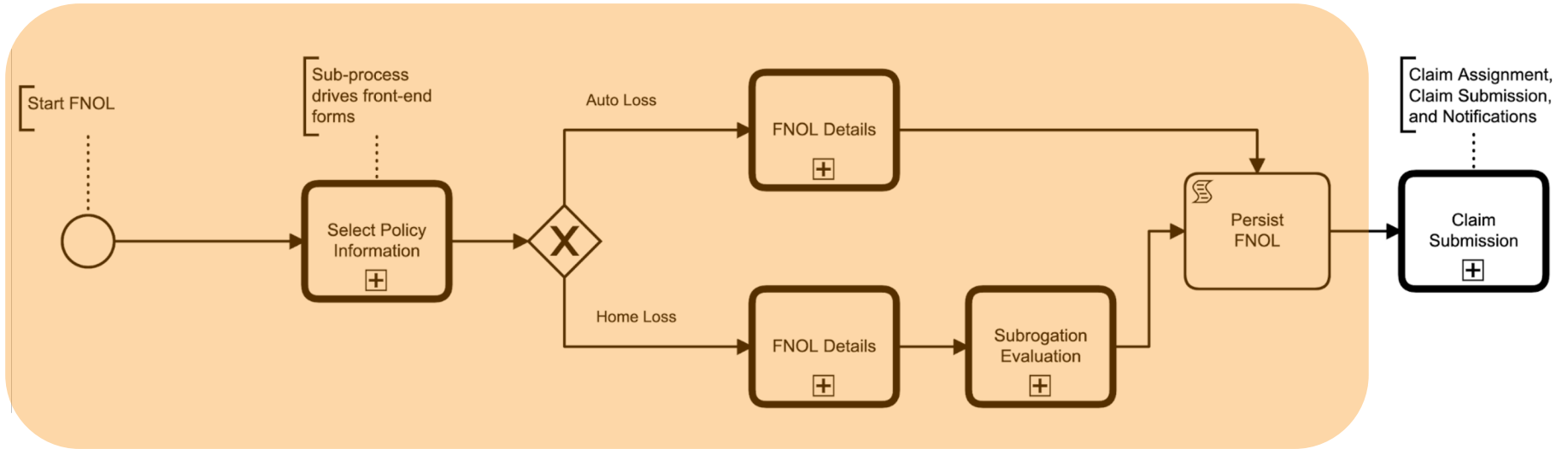
- Replaced antiquated web app with new solution featuring Camunda
- Claims entry experts input data while taking information from customers
- First Notice of Loss tracked in Camunda until ready to submit as a new claim
- Claim submission involves several steps orchestrated by Camunda
- System received feature updates and enhancements in 2019 and 2020

Simplified FNOL Diagram



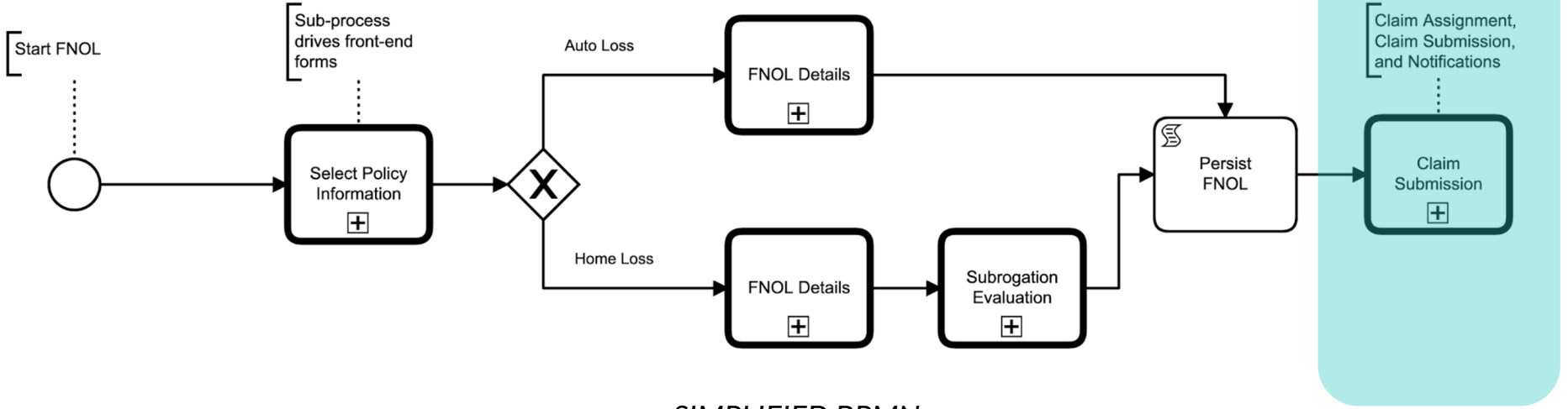
SIMPLIFIED BPMN

Collect FNOL Details



SIMPLIFIED BPMN

Assign and submit Claim



SIMPLIFIED BPMN

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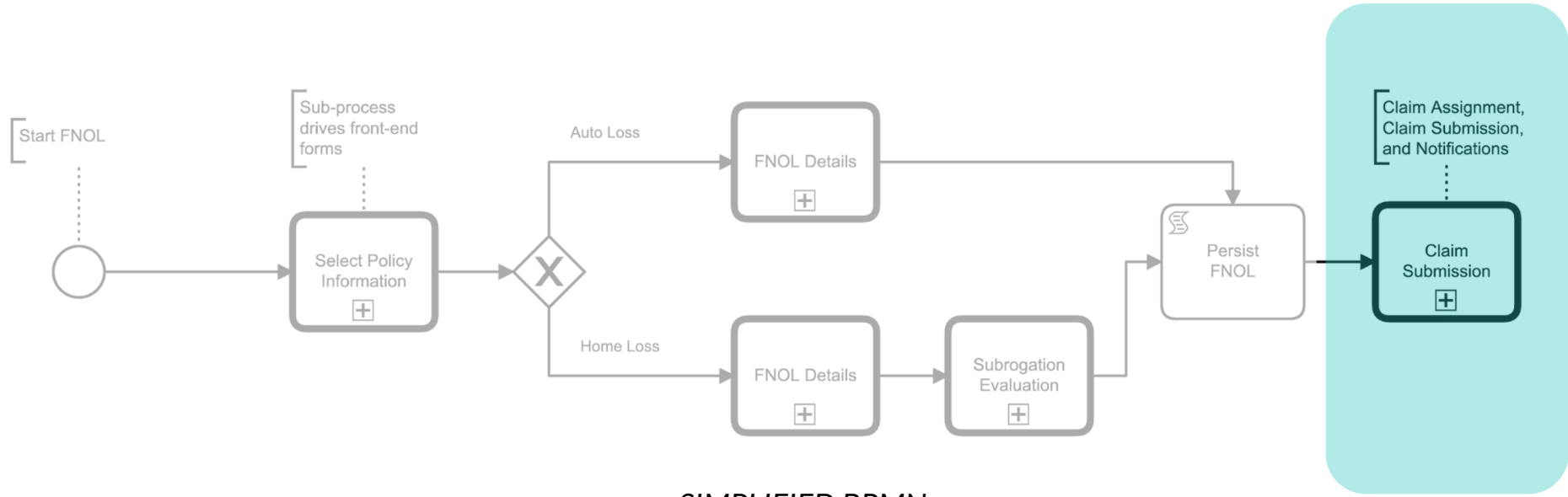
**It tooks months of effort to
design and build the claim
submission process**

Customer Self-Service Claim Reporting

2020

How can we re-use the work
we've done in Camunda?

Reuse this part!



SIMPLIFIED BPMN

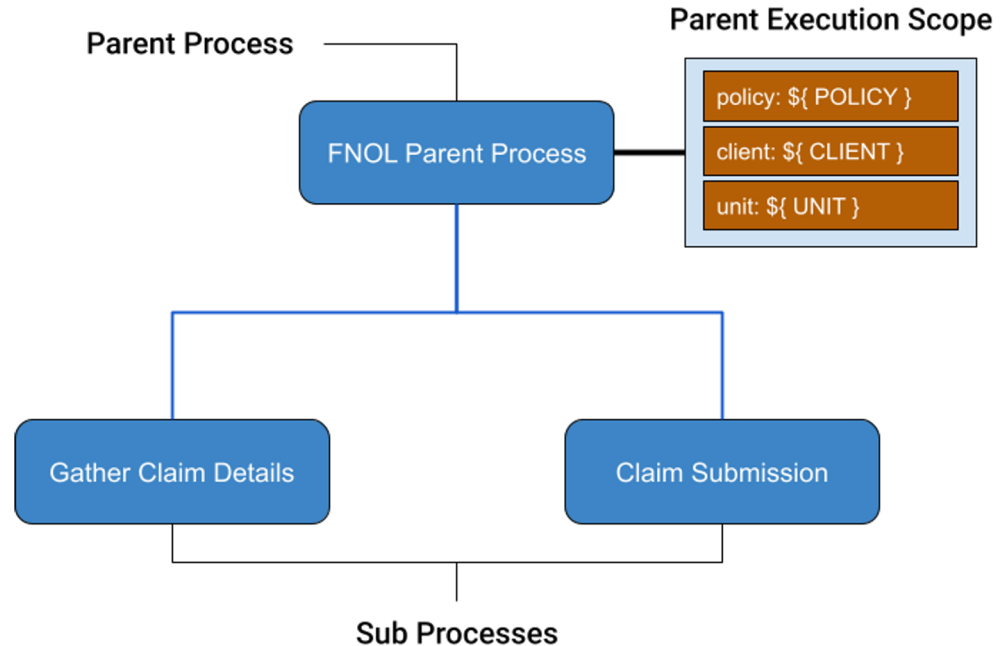
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Step 1

Paying technical debt

Refactoring Needed!

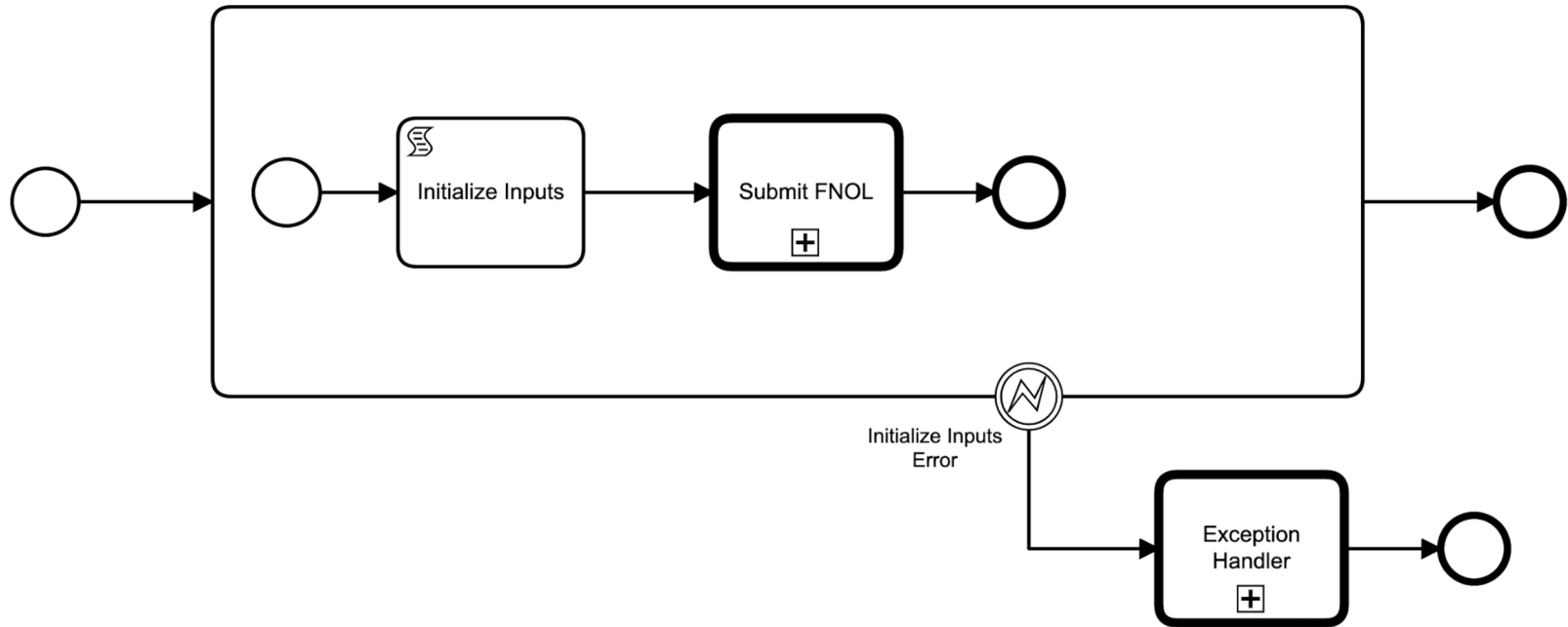
- Identify and fix redundant variable copies
- Replace parent execution scope with Input/Output mappings
- Formalize implicit interfaces
- Good team communication on any future changes



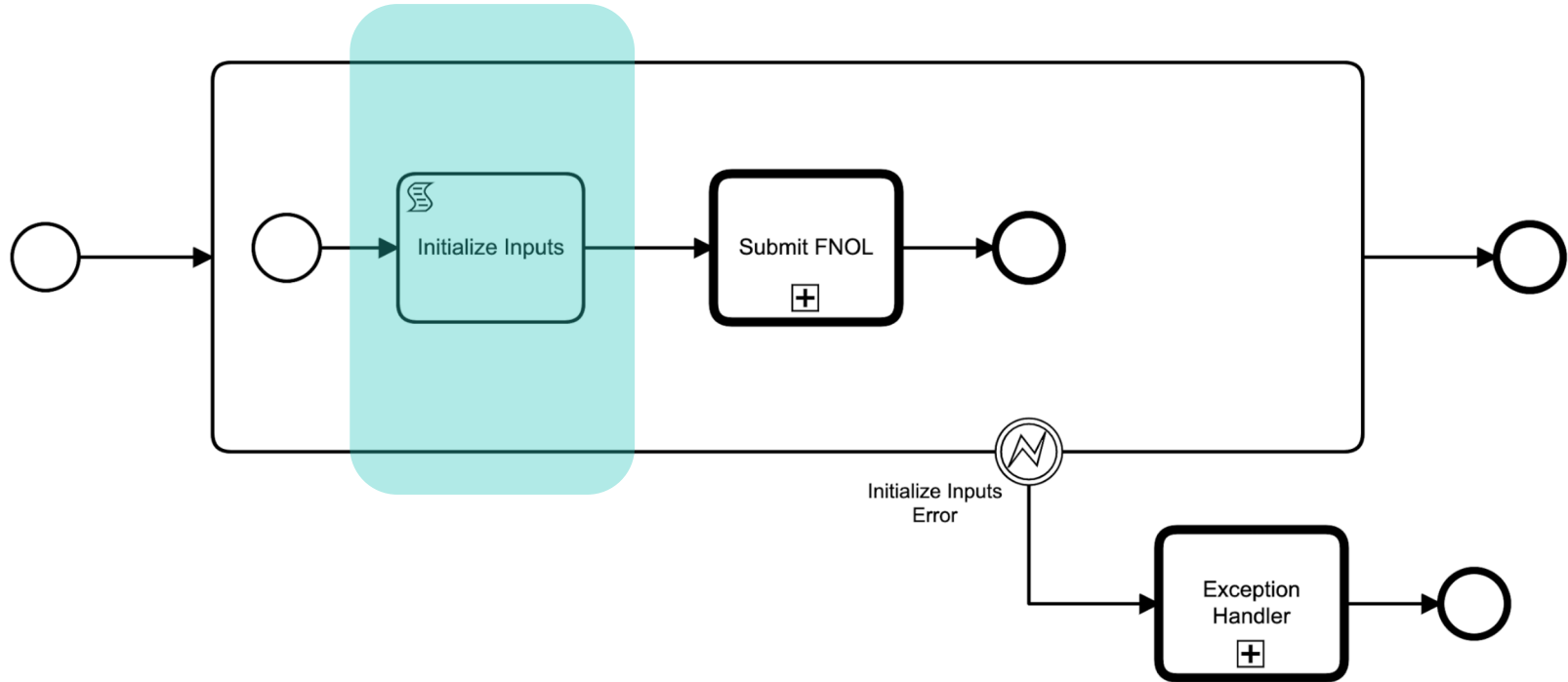
Step 2

Build an adapter

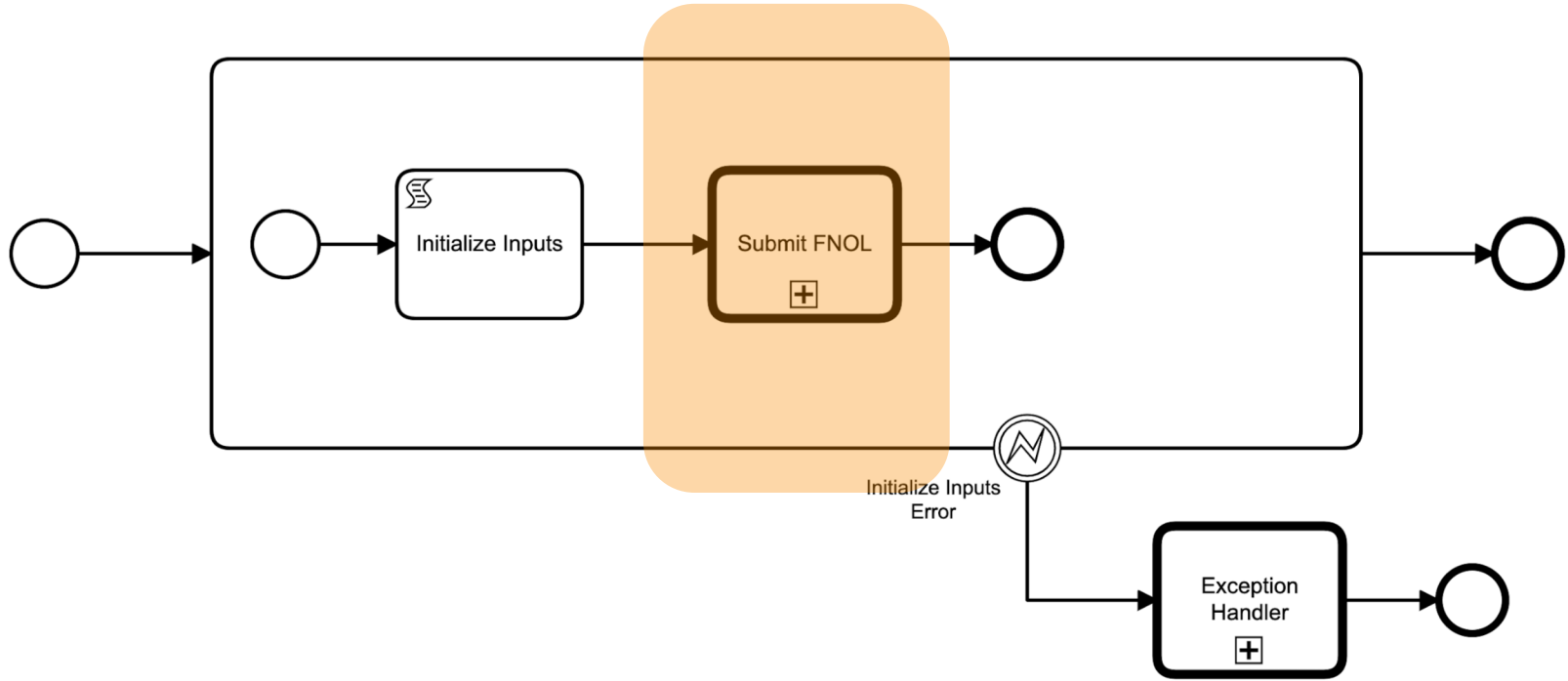
Customer Self-Service Adapter



Transforms all of the objects from the self-service submission to compatible objects



Same sub-process from original FNOL process



Leveraging the Camunda API

- IFBI uses an API gateway so clients cannot directly invoke Camunda APIs
 - New process instances are started via **process-definition/key/{id}/start** and automatically assigned a business key
 - The API mediates between the client and Camunda
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Step 3

Mind the gaps

New requirements, new gaps

- New requirements for original FNOL system created differences between how sources were processed
 - Solved by adding a “claim source” property
 - Gaps could still grow over time, leading to duct tape solutions
 - Weak interface enforcement leads to changes that break the Self Service Adapter
 - More complicated error root cause analysis
 - Limits our ability to change the submission subprocess
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Conclusion

- Development time was $\sim\frac{1}{4}$ the original submission development work
 - First month in production with only $\sim 1\%$ error rate
 - Handles $\sim 10\%$ of claim inputs
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