

AVATAR

GIVE YOUR PROCESSES A MAKEOVER WITH AVATAR

An intelligent,
streamlined approach to
enhancing process efficiencies

Businesses engaged in claims processing today struggle with real issues ranging from managing terabytes of data, to timely fulfillment of claims. Most often, non-value steps and bottlenecks in a process end up steering the process itself into a bothersome trajectory of hurdles and delays. Subjectivity, process exceptions, overdependence on others, and a lack of visibility are among the main factors that hamper an otherwise seamless cycle. Understanding the gaps that exist in the ideal process scenario vs. how the process is actually being run can be the key to solving these issues and freeing up resources to focus on their core deliverables.

Given these insights, the AVATAR solution from Societe Generale (SG) is designed specifically to change the rules of the game. Specialized data mining algorithms are applied to event log data in order to identify trends, patterns, and details contained in event logs recorded by an information system. This enables businesses to make proactive, knowledge-driven decisions and resolve business queries much quicker. The AVATAR model can enable up to 40% cost efficiencies for each implementation.

**THE FUTURE
IS YOU**  **SOCIETE
GENERALE**

DIFFERENTIATING FEATURES

- Process analysis and discovery
- Process monitoring
- Resource planning and capacity management
- Machine Learning insights
- Plug-and-play model
- Supports manual workflows



USER BENEFITS

- Quick, in-depth insights
- No pre-existing model required
- Early detection of problems
- Progressive process model
- Increased process transparency
- Value for money



HOW IT WORKS AND WHAT POSITIVES OVER THE EXISTING MODEL



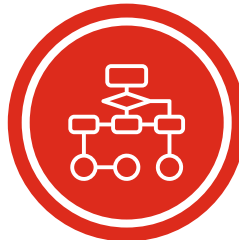
DATA SOURCE

Identify the major source of Data



DATA EXPLORATION

Data extracted from Source which has the Event stamping and actors involved in the process which helped in the analysis



MODELING

The process model and flow is identified



VISUALIZATION

PowerBI is used for presenting the data at element level

WHY AVATAR FROM SOCIETE GENERALE?

Societe Generale Global Solution Center (SG Global Solution Centre) is a 100% owned subsidiary of European banking major Societe Generale (SG), and delivers IT solutions as well as business and process consultancy with ease, and with an emphasis on improving process quality and cost efficiencies. Focusing on developing game-changing capabilities and with a proven record of innovation, the SG Global Solution Centre continues to produce solutions that add depth and meaning to every client experience. Leveraging the latest in Design Thinking, Machine Learning, and AI technologies enables the SG Global Solution Centre innovation team to focus on transforming futuristic ideas into tangible, result-driven solutions for business.