

RightIndem: Tech That Dances to Your Beat!

The complex landscape of insurance claims has created an uncertain climate, prompting many to call for change. From customers demanding seamless digital experiences to business owners outgrowing the systems of yesteryear, each member of the insurance sector is desperately calling for a revolution. Enter RightIndem, a leading company promising to deliver change for good through its specialist white-label SaaS technology designed to transform the world of claims. Find out more as we speak with CEO Julie Rodillosso, following RightIndem's recent recognition in the Global Excellence Awards 2025.

RightIndem was founded with the vision of creating the most advanced user-friendly digital journey in the market, with a conversational-style platform that is designed to simplify eFNOL while delivering exceptional customer satisfaction, operational efficiency, and digital adoption rates. Since its inception in 2015, the insurance platform has established a remarkable reputation throughout the industry, directed by its unbridled passion for people.

"Whilst RightIndem is a leading innovator in claims eFNOL, people and relationships come first," says Julie. "We're driven by relationships – we want to build lasting relationships with our clients and lasting relations between our clients and their policyholders. Everything we do is for real people, using technology to enable empathy when needed and unburdening claims handlers from mundane tasks so they can add real value to the supply chain."

Committed to streamlining and simplifying the claims process for people around the world, RightIndem has developed the proprietary AI-powered Virtual Claims Handler, promising to take the eFNOL experience to the next level. This innovative technology aids the user in myriad ways: it reads free text descriptions and prompts the claimant for missing information in real time, asks for clarification on inconsistencies in real time, automatically and accurately categorises the claim so the claimant doesn't have to, and validates the claim against the policy.

The Virtual Claims Handler benefits both claimants and insurers alike; for claimants, it means providing incident details is made easier, they are less likely to be called for more information, and their claim will be progressed faster. It also means that they don't have to try and categorise the claim using a complex tree of terms, often selecting the wrong category or simply ticking 'other'. Instead, they have a more positive and streamlined experience and are left feeling entirely satisfied by the process.

For RightIndem's clients, their claims handlers are no longer burdened with repetitive and mundane tasks such as information request call-



backs. Now, they receive complete submissions that are ready for progressing, with AI-made recommendations based on the incident against the policy. This means that claims handlers can instead focus on adding real value by using their experience to tackle the more complex claims. Thanks to the Virtual Claims Handler, claim lifecycles reduce alongside operational costs and management time, not to mention the boost in retention rates driven by strong claimant satisfaction.

RightIndem has received glowing testimonials for its industry innovations, including praise from the Head of Claims Supplier Management and Engineering Services at esure Group, Dawn Marsden: "RightIndem's platform has been game changing and our customers agree; over 50% of our customers report their claims online and have given us fantastic feedback. The platform has delivered numerous benefits, including operational efficiency, real time reporting, and internal workflows, not to mention the customer journey. With customisable technology to meet our customers' needs and endless integration capabilities with suppliers, RightIndem is a fantastic company to work with!"

The introduction of the Virtual Claims Handler has been a significant success for RightIndem, but the company knows that the journey is far from over. "Good technology isn't the full picture," says Julie. "For eFNOL to be a success, it needs to be adopted. That's why we work with our clients to drive traffic through digital channels, from optimising IVR flows and online eFNOL visibility to educating policyholders, providing digital avatars and driving incentive programs. We're proud to boast adoption rates higher than that of industry standards."

Moving forward, RightIndem plans to further increase digital claims adoption to over 80% through a number of innovative strategies, including improving customer communications, providing a simple process to reduce friction and dropouts, introducing digital avatars as virtual assistants to provide guidance and personalisation, and helping insurers educate their customers on the benefits of making claims digitally.

With a clear vision for the future, and some exciting plans currently under wraps, RightIndem is perfectly poised to pioneer the world of digital insurance claims and reshape the future for claimants and handlers alike. For this unparalleled innovation and dedication to improving the process for people everywhere, RightIndem has been rightfully awarded the title of Most Innovative Insurance Claims Solutions Provider 2025 – UK.

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