Claims Intake Journey Map - Collision Claim Map



This journey map represents the process that Emily Johnson, a Claims Intake Specialist, follows when handling a new auto collision claim. It outlines the key phases Emily navigates, from the initial contact with a policyholder through to claim resolution. The map shows touchpoints, where Emily interacts with the policyholder, and highlights pain points and emotions she experiences along the way.

By visualizing the process, the map helps identify where inefficiencies or emotional challenges arise, leading to opportunities for improvement in both workflow and claimant satisfaction. It also allows stakeholders to see how UX enhancements impact both Emily's role and the overall customer experience.

This tool is crucial for understanding the flow of the process, pinpointing areas needing refinement, and ultimately enhancing the overall efficiency and experience for both the claims specialist and the claimant.

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Personas

Emily Johnson

