

Claims service refresh

Challenges

- Competition is becoming faster, creating a speed vs quality dilemma
- Claims still seen as back-office: inconsistent use of claims in sales process
- Reliance on tech-based claims solutions without adequate in-person interventions as a cost-cutting exercise
- Emerging markets: different needs and cultures
- Workflow; progress but some way to go; inconsistent push and pull communications and response

Objectives

- To create a single culture with clear leadership, personal responsibility, commitment to quality, empowerment and flexibility.
- To create a customer-focused claims business that is front and centre of the insurers' proposition.

Approach

Review of the brands value & ambition

Conduct meetings with client team to outline main objectives and goals.

Evaluate current performance of claims team

Measure what other teams do better (and worse) and how the current service aligns with broker needs and expectations.

Claims journeys

A review of key competitor case studies; what others did to raise performance, how long it took and what were the stages of development.

Manage internal resources

Agree on which personal commitments to change that each manager will make. What does each individual have to do/not do to achieve the ambition?

Internal team development

Define internal performance standards and behaviours that are critical to success: eventually this will be defined within a "Code of Conduct".

Recommendations

Recommendations of how to get the ball rolling immediately and decide on a range of high level actions that will support and accelerate the changes.



Examples of deliverables

[Client] service vs market average

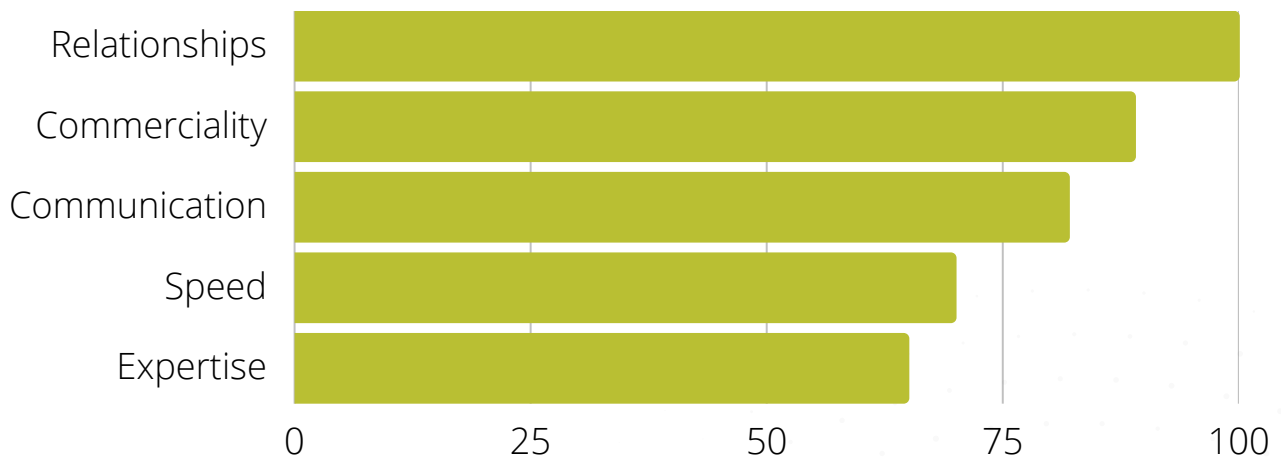
Client

Market average

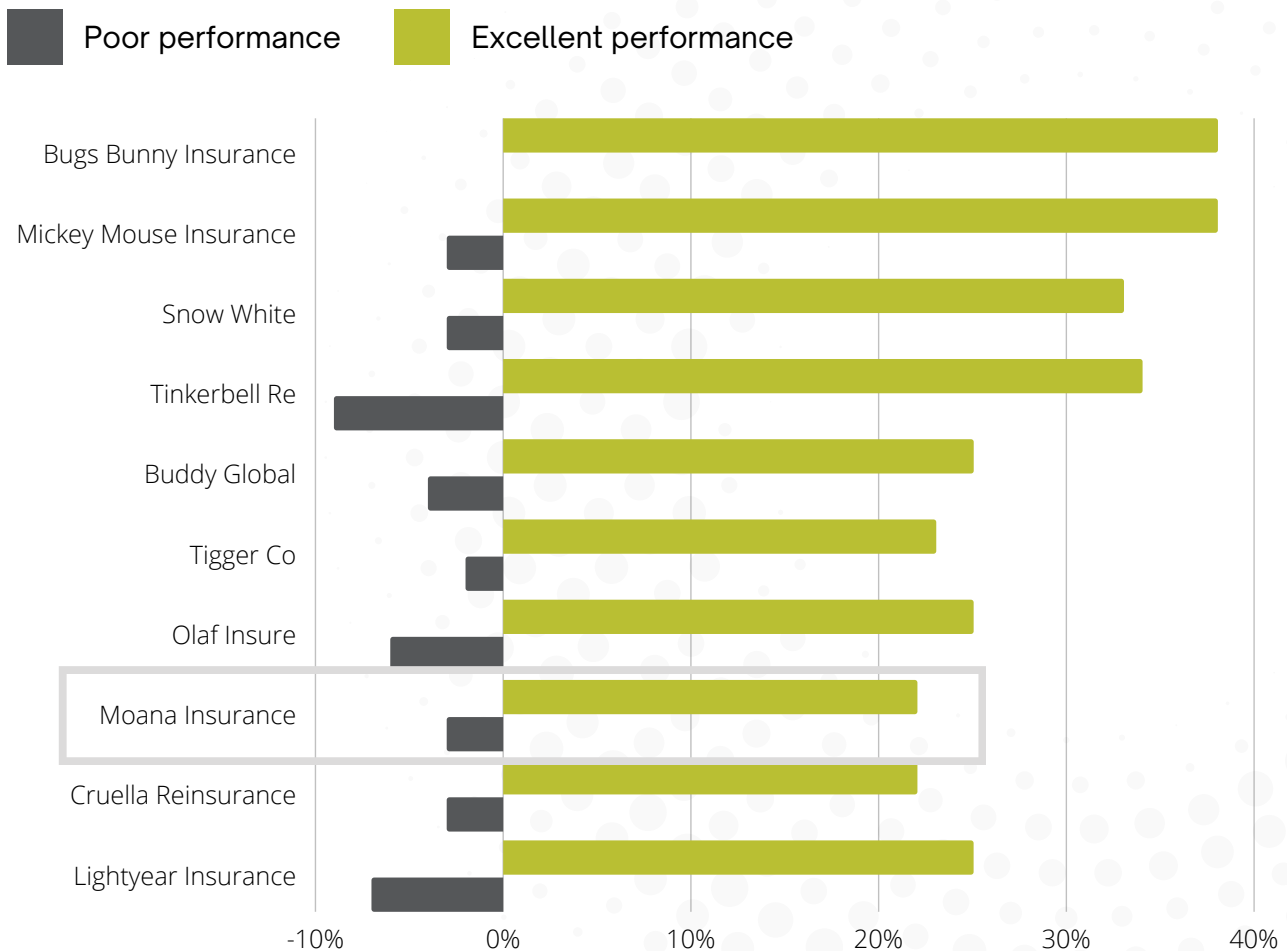


Examples of deliverables

Key drivers in claims service satisfaction



Benchmark your service against the competition



Examples of deliverables

Evaluation of strengths & weaknesses within [client] claims team

What [client] does well		What hinders progress?	
Understanding client needs	16%	A silo mentality	16%
Prepare for meetings	14%	Slow response times	14%
Create an environment where careers can flourish	11%	Allowing internal structure to hinder solutions	11%
Encourage decisive relationships	11%	Adopting a blame culture	11%
Aspire to exceed industry standards	7%	Missing opportunities to promote business success internally	7%

Build your own project

We work with your team to develop the actions plans you need to succeed.

Utilising Gracechurch's existing benchmarking data in conjunction with bespoke research will identify 2-3 "massive actions" the team can rally behind and execute.



Want to know more?



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