



Here are some reminders from two of our favorite courses

AWESOME CLAIMS CUSTOMER SERVICE—PART 1

Gaining Trust and Credibility

In *Awesome Claims Customer Service, Part 1*, students learn that “people will accept what you have to say, to the exact degree you demonstrate you understand where they are coming from.” We accomplished this by gaining confidence through a high level of understanding.

Ending the Question-After-Question Cycle

People often ask continuous questions. Not because they want a lot of information, but simply because they are nervous and anxious. Many hypothetical questions are indicators of nervousness or anxiety.

Start by comforting the customer. Let them know they have a competent individual who knows what they are doing, and cares about doing a good job.

Strategies for stopping the question cycle:

- **Acknowledge:** Acknowledge that you understand how important this is to them.
- **Empathy:** Empathize the feelings the customer may have. Don't be too intrusive.
- **Permission:** Let the customer know it's perfectly normal to be concerned.
- **Experience:** Make a modest comment about your experience, but NEVER downplay the importance of the question.
- **Promise:** Tie the empathic statement into a promise that you will use that experience to do everything you can to make the process go well.

Example:

Ms. Smith, I can see by your questions that it is important that this claim goes smoothly. You may be a little nervous or a little anxious. That's fine.

I know this is new for you, but I've been handling claims for some time now, and I've got a pretty good handle on what is important to make sure this claim goes smoothly.

I can't promise that everything is going to go perfectly. What I can do is tell you that I will do everything within my power to make sure it does.

CRITICAL THINKING FOR CLAIMS

In *Critical Thinking for Claims*, we apply critical thinking to recognize and evaluate elements of a claim. There are seven steps to recognize and evaluate an argument:

Recognizing and evaluating arguments:

- Find the Issue
- Locate the Argument
- Be Clear
- Understand Context
- Establish Credibility
- Look for Consistency
- Judge Each Argument

Uncover Credible Evidence

When analyzing the credibility of an argument, ask three questions:

- Does the evidence conflict with my personal observations?
- Does the evidence conflict with my background knowledge?
- Is the source of the evidence credible?
- Does the evidence conflict with personal observations? Doubt

anything that conflicts with your own firsthand observation. Be aware of the limits of your own observations. Personal circumstances can hinder objective observations.

- Does the evidence conflict with my knowledge on the subject? Evidence can be compared to your own knowledge about the issue. Remember, the greater the conflict between the two, the less credible the evidence. At the same time, remember to keep an open mind to new information that may not fit with your own beliefs or understanding.

Is the source of the evidence credible?

The credibility of an issue may be hindered if information is not readily attainable. Ask the following questions to help determine the credibility of a source:

- Did the source directly observe the situation or is the information simply hearsay?
- Are the events highly improbable?
- Is there supporting testimony?
- Is the source knowledgeable about the subject?

One example is the Internet. The Internet provides unfiltered information and thus can be the source of rumor, gossip and even deception.