

desire to provide a good life for his family and his drive to always find ways to improve the customer's experience.

Jerome commented, "I see the relationships I have formed with people in this job as a significant accomplishment. I have customers who are now friends, who have been as good to me as people I have known all of my life. I found this out after Hurricane Katrina. I received so many calls from people who only know

me because I help when they travel. They were checking to see if I was okay, and that really touched my heart."

Jerome is a great example of someone who not only delivers great customer service, but because of his attitude, seems to enjoy his job very much. I'm sure it is profitable for him, as well, because I am sure that most people he shows a special interest in, like me, are more generous when it comes to tips. ■

# The Future of Training

## III Launches On-Demand Video Learning for Claims Professionals

By Sandy Masters, MBA, CPCU, AIS, ITP, CPIW

Can you imagine a training program that would make your job easier by providing real-world relief to the challenges of being a claims adjuster or claims manager?

As someone who has watched International Insurance Institute (III) grow from a small claims training company in Folsom, Calif., just 12 short years ago, to the premier, on-site claims training company serving customers in the U.S., Canada, Newfoundland, England, Ireland, Italy, Chile, India, and France, I have often marveled at the company's ability to explore new territory.

When III decided to begin publishing its own book, *The 8 Characteristics of the Awesome Adjuster*, it seems no one surmised that it would become one of the best selling claims books. When III decided to start publishing its own periodical, *Claims Education Magazine*, no one seemed surprised that it would quickly establish itself as required reading for many claims organizations and evolve into an easy-to-read electronic edition. When III decided to facilitate its own conference, the Claims Education Conference, it very quickly gained a reputation as one of the premiere claims training events of the year.

So now, as one of the lucky people who are privy to III's latest venture, I am equally confident that the new video learning project will quickly become the best soft-skill claims training resource in the industry. Based on advanced inquiries from compa-

nies in the U.K., the U.S., Canada, and Australia, it is sure to be an international hit.

For 12 years, III has trained more than 30,000 claims adjusters through their live and on-site training programs. Continuing with their commitment of providing high-quality instruction with a flair for innovation, III has embarked on a multi-year project to provide the opportunity for claims adjusters and managers to improve their performance anytime and anywhere through the magic of online streaming video.

Organizations are always looking to raise the bar on performance. In uncertain times, organizations must adapt their training interventions to focus on what is mission critical — like retaining existing customers. The companies that positively focus on the training initiatives that can bring bottom-line results for their organization will emerge as winners during and after the turnaround in the economy.

### Imagine the Future

What if you could have an immediate impact on results without having to wait to go to class, through the application of new adjuster skills learned via video demonstration?

III's commitment to helping organizations improve their bottom lines by improving performance continues with its first series of video training courses, available in February 2009. The first course, "Awesome Claims Customer Service," lays the foundation for developing a truly awesome claims adjuster by teaching

and demonstrating through role-play the critical skills for success. The first series of video courses teach and demonstrate the following skills:

- ▶ Improving time management
- ▶ Gaining trust
- ▶ Gaining customer cooperation
- ▶ Dealing with angry and assertive customers
- ▶ Making negotiations easier
- ▶ Reducing customer anxiety
- ▶ Increasing customer retention
- ▶ Increasing customer satisfaction

The same quality instruction provided in III's on-site traditional classes is now available to anyone, online, on-demand, and anywhere in the world.

Wouldn't it be nice to be worry-free about fulfilling your adjuster license continuing education requirements?

As more and more states require some form of adjuster license continuing education, III has submitted all of its video courses for approval in the states that require adjuster continuing education. To accomplish this, each video will include a random assessment question for each 10-minute segment of video, with an optional final exam for those who require continuing education credit. This format also serves to reinforce the important concepts taught in the course and to continually engage the learner as he progresses through the course.

For anyone who has a need to improve their customer service, negotiation, time-management, and critical-thinking skills, join the on-demand learning movement, and join III's new video on-demand, skill-building program. ■

Sandra L. Masters, MBA, CPCU, AIS, ITP, CPIW has her own consulting practice helping subject matter experts and small businesses harness the capabilities of Web 2.0 to extend their reach to customers and currently serves as president of the Society of Insurance Trainers and Educators (SITE). She can be reached at [sandramasters@cox.net](mailto:sandramasters@cox.net) or at [www.learnintown.com/profile/SandraMasters](http://www.learnintown.com/profile/SandraMasters).

The views expressed in this article are her own and are not necessarily endorsed by SITE.