

Claims Education

INTERNATIONAL INSURANCE INSTITUTE AND Claims MAGAZINE *e*magazine

TRAINING || TALK

Welcome to Our Launch!

At *Claims Education Magazine*, we are thrilled to be moving in the direction of having more involvement in online publication. The decision to make *CEM* primarily an online publication was based on the opportunity to increase the number of issues from four per year to six per year.

This being our first fully online issue, we wanted to start things off by taking a look at the very basics: Customer Service. Claims Customer Service has been the cornerstone of the International Insurance Institute catalog of classes, and the most popular theme of past issues of *CEM*. So what better way to launch our inaugural online issue than to feature two articles related to the topic of customer service?

Congratulations to Grace Strahl of Safe Auto Insurance, who we are featuring in this issue as our Manager Spotlight.

In the issues to come, we will be highlighting the new online courses that will be featured on the International Insurance Institute's web site. We are starting off with the topic of (what else?) "Claims Customer Service," which is scheduled for release in the first quarter of 2009, with a new course becoming available online every quarter thereafter. Look for "Negotiations for Claims" in the second quarter and "Real Life Time Management for Claims" in the third quarter.

Congratulations to Ken Sanders, International Trainer at III, who has been named creative director for the new online course programs.

The Claims Education Conference travels to Coeur D'Alene, Idaho this year to the beautiful Coeur D'Alene Golf and Spa Resort. The format remains fully focused on training, with many new sessions from which to choose. Come for the great educational value, and join us for our golf tournament at the world-famous floating green golf course, great dining, scenic cruises, horseback riding, wine and olive oil tasting, spa treatments, mine tours, gondola rides, kayaking, fly-fishing, hiking, mountain biking, and much more! For more information or to register, go to www.insuranceinstitute.com.

As always, we here at III welcome your contributions to *CEM* and encourage you to contact Karla Alcerro at karla@insuranceinstitute.com for any input. Please feel free to direct any questions, feedback, articles, claims success stories, and even topics that you would like to see discussed in our e-magazine. ■



Carl Van
President and CEO
International Insurance Institute

FEATURE || STORY

Lessons in Customer Service and Attitude

By Carl Van

I always enjoy writing on the subject of claims customer service. When I do, I almost always relate delivering great customer service to attitude. I continue to preach the model of "Performance is 80 percent attitude and 20 percent ability." Because of our claims customer service classes and our many articles on the subject, I am asked very often to give examples of truly exceptional customer service. Many times, rather than getting caught up in the technicalities of the claims process, it is actually easier to give examples of great customer service outside of the insurance industry. So here it goes.

Some people hate to travel. I like it. I've been traveling virtually every week for over 10 years now, delivering our claims courses to claims people all over the U.S. and Canada. Now that we are branching out to the U.K. this year, I expect to travel even longer distances.

Like most people, I don't care too much for the security lines at the airport. I don't like delays, don't get excited about the food on the planes, and don't relish the time spent picking up my rental car. Other than that, travel isn't too bad. I certainly enjoy the opportunity to see the number of places most people don't get the chance to see. So, overall, the pluses outweigh the minuses.

Customer Service | p. 2 ▶