

vice to their customers, not only would the investment pay for itself through increased customer retention and even new business, but also four or five times that much in time savings on the part of the claims staff.

"After the first round of training of the Awesome Claims Customer Service," said Holland, "we found not only did customer service survey scores jump immediately, but also our employees were relating story after story about how much time they were saving and how much more enjoyable their jobs were."

Bianchi agreed, and added, "This really was enough to realize for every dollar we invested in this training, we were getting back five, six, maybe even seven dollars in return. That is a good return anytime, but when everyone is focused on ways to cut costs, it makes even more sense. We've been running the Awesome Claims Customer Service, or Brilliant Claims Customer Service course as it is called in Canada and the U.K., for over a year now. The returns continue to roll in. This has allowed us to expand our training to include the Critical Thinking for Claims class, as well as the Statement Taking and Information Gathering class that the International Insurance Institute designed for us."

### The Long Term

RSA Canada has done well. Their current customer satisfaction rating is 97.2 percent, and 95.8 percent say they would renew their policies with RSA based on their customer experience

Other accomplishments include receiving the BOMA Certificate of Building Excellence, and the BOMA Power Partner recognition award for their contribution and commitment to energy conservation and environmental stewardship in Ontario.

Globally, they have won the Dow Jones Sustainability Index Sector Mover award and are a member of the FTSE4Good responsible investor index.

RSA believes its strongest assets are their people. They successfully trade all over the world through their skills and expertise. They insure the assets of millions of customers everyday — so forgive them if they take great care of our own. RSA offers:

A dynamic and supportive environment to help their employees grow and accelerate their careers.

A strong culture of learning and development.

A performance management process with a real focus on the individual.

A range of talent development programs to support their employees at various stages of their careers.

### The Philosophy

But isn't it a long haul from the initial investment in training to the return on the investment? To that Holland replies, "Well, as they say, there are no short cuts to any place worth going." ■

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## Online Negotiation Video Goes Live

Following the highly praised *Exceptional Claims Customer Service* video is the brand-new *Negotiations for the Claims Professional* online training program. This is a must-view for any claims professional that spends time negotiating with customers and/or attorneys. The goal is for participants to:

- Learn the difference between great negotiators and everyone else. Find out what the three critical factors in negotiations are and how to use them effectively while negotiating.
- Learn how to negotiate for cooperation and avoid using the claims hammer; how to say things the right way to get customers to be patient, trust you, and be more reasonable.
- Learn how to identify emotional factors when negotiating, prepare for an opening statement, and staying in your conversation.
- Learn how expert negotiators prepare to effectively negotiate with attorneys.

For more information, go to [www.ClaimsEducationOnLine.com](http://www.ClaimsEducationOnLine.com). ■

## Claims Education Conference Adds Sessions

The program for the 5<sup>th</sup> Annual Claims Education Conference continues to grow. So far, the breakout sessions are:

- Awesome Claims Customer Service
- The Think/Feel Negotiation Strategy: The Key to Knowing What People Want
- Teambuilding Games
- Motivating Employees: One Size Fits One
- Critical Thinking for Claims: 10 Pitfalls to Watch Out For
- Making Your Point: Communicating Effectively with Anyone
- Time Management for Claims
- Building the Guiding Team: The Key to Successfully Managing Change
- Dealing with Difficult Customers: How to Effectively Deal with Snide Comments and Angry People
- Litigation Management

The fun activities continue to grow, as well. A river cruise along the Mississippi, a golf outing at a PGA course, a carriage ride through the historic French Quarter, and a Dine-A-Round featuring three of famous chef Emeril Lagasse's restaurants are all in the making. ■

For a complete description of each of these program sessions, go to [www.ClaimsEducationOnLine.com](http://www.ClaimsEducationOnLine.com).

