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# Claims Principles & Practices

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Alastair Thomson - Head of Expert Property Claims

Zurich UK - P&C Claims

# Learning objectives

1. What is needed to drive and deliver positive claims outcomes and experiences by demonstrating what good looks like.
2. The importance of pre-loss planning and how early engagement can have a positive impact
3. The key themes (i.e. sustainability) currently impacting the Claims environment and how these are being addressed.



**Alastair Thomson**  
**UK Head of Expert Property Claims**

With Zurich since 2002

Always in Claims

Variety of Operational & Technical roles

Keen golfer and generally sports mad!

# Claims Principles & Practices

## Key Learnings

Explain why having a great claims service starts well before making a claim

Understand the key stages of the claims life cycle and how these can be positively influenced

An overview of the current themes impacting the claims environment



# A Great Claims Service

Starts before even placing business.....?!

Be very clear about the types of claims your organisation will have & what is important to you from a service perspective

Ensure claims are represented round the (virtual) table during the 'pitch' process – it is so important to understand a carrier's claims proposition

Extent of policy coverage, program structure and price are, of course, absolutely key but you should avoid a situation whereby you are only considering claims once you've had a loss!





# A Great Claims Service

And continues after placing business but before making a claim.....?!

Have a formal claims implementation meeting which sets out bespoke processes and key contacts in the claims lifecycle. This should all be collated and a 'Claims Protocol' document produced.

Won't be applicable in all cases, but enquire whether a Claims Relationship Manager can be allocated to your account – a single point of contact and regular stewardship can make a huge difference

Consider 'Large Loss Scenario Workshops' (LLSW) to test out the 'what keeps you awake at night' incidents – great for providing certainty and developing relationships



# Claim Lifecycle

## First Notification of Loss – Simple yet Complex

Immediate priority following a loss should always be on protecting human life, stopping any ongoing damage as far as possible and protecting your brand – your insurer will be able to support as required

Irrespective of whether the claim is small or large, it is important that the claim is reported to your insurer as **quickly** as possible with as much **information** as possible

Immediate priority should be on ensuring that correct experts / vendors are appointed to progress the claim i.e. vehicle repairer, loss adjuster, lawyer. In addition, we will consider potential subrogation and safeguarding of evidence.



# Claim Lifecycle

## Large v Small – The Same but Different

Your immediate priority, whether the loss is large or small, is having comfort and certainty in respect of policy coverage. This allows you to effectively manage your internal stakeholders.

On smaller losses, you will be looking for an effortless process framed around automation & self-service.

For larger losses, human interaction is key – focus on regular communication and joint decision making is absolutely critical. Request interim payments if required and appropriate.





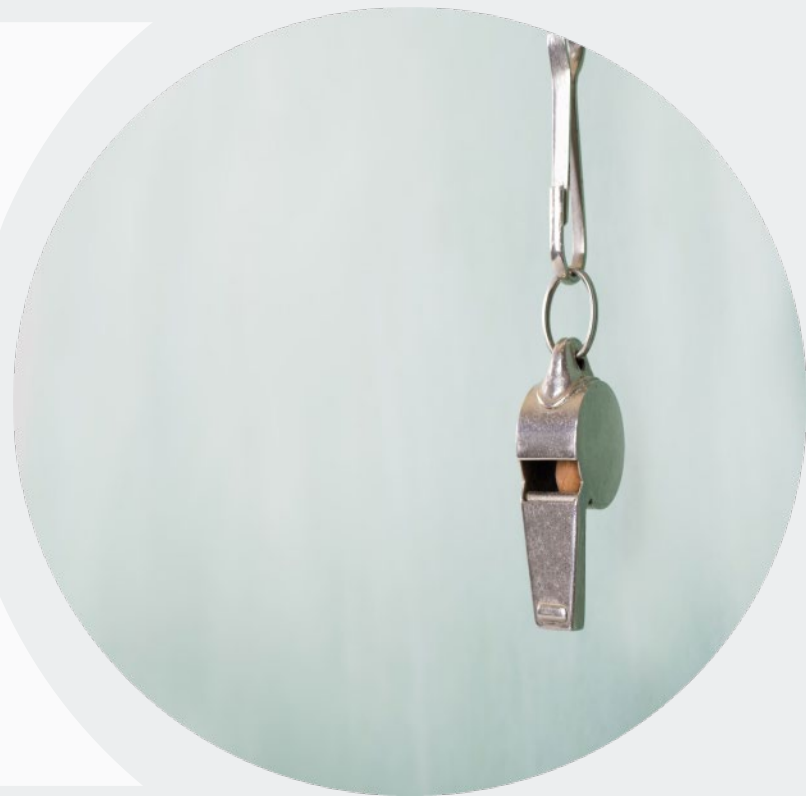
# Claim Lifecycle

My claim is settled but the referee hasn't blown his final whistle.....?!

For high volume, loss severity losses there is a great opportunity to analyse the data, understand the cause & cost of losses and take steps to mitigate.

We are unlikely to see trends in relation to large losses but there is a real opportunity to undertake a 'lessons learned' exercise post settlement to understand what went well and what could have been better.

For larger losses, human interaction is key – focus on regular communication and joint decision making is absolutely critical. Request interim payments if required and appropriate.





## Material & Labour Shortages

No magic answer, current thinking is a  
12 – 18-month issue

Huge increase in price of  
commodities, particularly timber and  
steel, this year even if it is available



## Sustainability

We all have a duty to play our part  
Zurich Claims launches '9 Big Goals'  
Unintended Consequences?



## Global Supply Chains

A 'perfect storm' of Covid19, Brexit  
and the Evergreen tanker in the Suez  
Canal

Complexity of global supply chains is  
increasing and vital to ensure robust  
SCM approach



## Cyber

Increasing prevalence of attacks; particularly ransomware in the education sector



## Future of our Towns & Cities

Will they ever return to normal?  
Will we see offices and shops becoming residential spaces?  
Does the rise of 'super' warehouses present risk?

## Key Takeaways

- Considering claims service as part of the tender process is so important. Don't miss the opportunity to define claims protocols post inception but prior to any claim being made
- First Notification of Loss is absolutely key in ensuring a successful claims service.
- Large losses and smaller losses have different considerations.
- There are a number of issues facing the claims at present but many of these go beyond claims - take these back to your business and assess your preparedness.



# Q & A

If you have any further questions please contact Alistair at:

[alastair.thomson@uk.zurich.com](mailto:alastair.thomson@uk.zurich.com)



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