

# Awesome Claims Customer Service Training Ownership Option



**International Insurance Institute, Inc.<sup>SM</sup>**

PROVIDING SPECIALIZED MULTI-LEVEL SUPPORT TO INSURANCE ENVIRONMENTS

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# International Insurance Institute and the Claims Customer Experience

No company in the insurance industry has been more focused on improving the level of claims customer service than **International Insurance Institute**.

Since its inception in April 1998, III has delivered more claims-specific customer service training, to more companies, in more countries, than any claims training company in the world.



The Awesome Claims Customer Service program has been delivered in-person, on-site to over 125,000 claims professionals worldwide. Only recently has International Insurance Institute been allowing its customer companies to purchase the materials as part of a long-term strategy in greatly improving the customer experience.

This option is intended only for those companies that are looking for a real culture shift toward delivering extraordinary customer service that truly resonates with customers and builds long-term loyalty.

The overall objectives of the Customer Service course is to: (1) improve the customer experience throughout the claims process in order to increase customer satisfaction; (2) build customer loyalty with policyholders, agents and brokers; (3) reduce claim expense through improved interpersonal skills and claim handling efficiency.

Throughout the class, claims professionals are taught claims specific skills to accomplish these goals, and make their jobs easier and more satisfying. They work in teams as they participate in exercises, watch sample videos, and practice role-plays.

# Program and Ownership Option



## Awesome Claims Customer Service

The Awesome Claims Customer Service program is the flagship of all of the courses offered by International Insurance Institute. It is designed for in-person group settings, delivered by a knowledgeable and enthusiastic facilitator.

During a week-long train-the-trainer session, we will train as many potential facilitators as your company wishes. Each facilitator will be trained not only on the material, but delivery methods (role-play leadership, activities management, demonstration tips, etc.) that are designed to keep students engaged and focused.

Includes:

- Full copyright ownership of all concepts, materials, skills, exercises, scenarios, techniques, examples and processes previously developed and copy written by International Insurance Institute.
- Complete customization of the training material, incorporating any of your company's terminology, procedures, standards or guidelines your company wishes to include.
- Development of both Instructor's Guide and Participant Workbooks, copy written under your company's name with all ownership rights.
- Week long train-the-trainer workshop for anyone who may be a facilitator or host for the program.
- 2,000 copies of The 8 Characteristics of the Awesome Adjuster (List price \$29.95).



## **Value of owning the Awesome Claims Customer Service program:**

### ***Need for consistency***

This program offers support for a customer service culture with ongoing, consistent and immediately available learning, without the need to schedule outside training.

### ***Need for “refresher” training***

Even though your staff finds the program valuable and directly relatable to their jobs, memory fades. In fact, it has been proven many times that people’s techniques deteriorate faster than their knowledge. Without some sort of refresher training, up to 70% of the information people learn can be lost in the first six months.

Even some managers admit to forgetting quite a bit of information from any training, and this will make it very difficult for them to test for application of these concepts in the future.

By having this program available, this will allow your company to provide refresher training at any time.

### ***Need to integrate the concepts and material into other company courses***

It only makes sense to utilize the information from the International Insurance Institute classes in other courses that your company may develop. Unfortunately the copyrights do not allow that, and your company cannot include any of the valuable skills, techniques and concepts in any other training classes it designs, develops or delivers.

International Insurance Institute has in the past issued licensing agreements with insurance carriers for its programs. These were only for five or 10 years, and included very tight restrictions, mainly on not being able to use the information contained in the program in any other training materials or in any other format.

For this program, International Insurance Institute would copyright the entire project under your company name, so that your company completely owns all of the concepts, skills, exercises, scenarios, techniques, examples and processes. This would allow your company to fully use the information in any other courses it develops or owns, eliminating any licensing time limits or usage limits.