

Elite Claims Customer Service Training Ownership Option



International Insurance Institute, Inc.SM
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 Elite Claims Customer Service program is designed specifically to your company's needs. 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 true 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 program, claims professionals are taught claims specific skills to accomplish these goals, and make their jobs easier and more satisfying.

Elite Claims Customer Service

International Insurance Institute will create a Customer Service course (title chosen by your company) specific to your company utilizing the concepts developed and copyrighted by International Insurance Institute from its Awesome Claims Customer Service courses and books.



The program will be filmed, edited and produced at the International Insurance Institute studios, using III filming and editing equipment, staff and production tools. You and your company will be allowed to be part of, and/or oversee, any portion of production it wishes.

As can be seen by viewing the complete on-line video courses at www.ClaimsEducationOnline.com, the production value is extremely high and professional.

The program will either be “self-contained”, where individuals can watch it on their own, or be “instructor based”, intended for group viewing and lead by a facilitator, whichever your company chooses.

International Insurance Institute will then supply your company with the program in any format you select. These can be individual HD digital files that your company can install on its internal system, or be DVD copies to be used throughout the organization, or delivered virtually with a “host” through the training department.

Each course will be broken down into individual modules that can be viewed individually. The major concepts will be introduced in each module, but separate scenarios, examples and role-plays will be filmed for each line of business that your company chooses (i.e. Workers’ Comp. adjusters will see workers’ comp. examples, Property adjusters will see property examples, etc.)



Advantages:



1. These would make outstanding refresher courses for people who have gone through the original training. Seeing the information again, presented in the same way, would be a great tool to remind them of skills they may have forgotten, but also check to make sure they are doing them correctly.

2. These would make great on-the-spot training tools for trainers, managers, or anyone else who sees a need for the staff to revisit the training. Examples are:

- A claims manager notices that some of his staff is getting caught up in the Question After Question cycle. He/she can ask the staff to view portion of the Customer Service course dealing with the Empathic Statement again and discuss it in their upcoming office meeting. Or, perhaps view it together as part of an office meeting.
- A claims supervisor notices staff spending too much time arguing with customers. He/she can revisit the section on building trust and gaining cooperation and mentor the staff properly.

3. These would make great, easily accessible, very low cost training opportunities for new hires. Without the need to gather enough people together for a class, and completely eliminating the need for travel costs, these courses can be delivered virtually with a host from the training department.

Hosts would be trained by International Insurance Institute, and be provided with an Instructor's Guide to assist. Students would be provided with a student workbook to complete as they go through the course, and a test at the end if your company wishes.

4. Your company would be free to integrate all of the concepts into other courses, creating a consistent approach across all lines of business.

On the following two pages is a sample outline.

Elite Claims Customer Service

Module 1 - Why we are here (30 min)

- 1.1 Claims is a customer service business
- 1.2 Describing our jobs in terms of helping people
- 1.3 The best customer service providers describe themselves as being in a customer service business
- 1.4 What is your job? What do you do?

Module 2 – Keys to customer satisfaction (30 min)

- 2.1 The five standards of outstanding customer service companies
- 2.2 Accurately describing our jobs
- 2.3 Knowing what customer service is
- 2.4 Setting and then exceeding customer expectations
 - 2.45 Specific line of business example and role-play
- 2.5 Customer service perception vs. reality

Module 3 – Attitude towards the customer (30 min)

- 3.1 Attitude, ability and the 80/20 rule
- 3.2 Your attitude determines what you will say, do and hear
- 3.3 Your attitude determines your level of job satisfaction
- 3.4 Your attitude will make your job easier

Module 4 – Helping customers to listen and remember (40 min)

- 4.1 Knowing when customers are not listening
- 4.2 Two main reasons customers stop listening
- 4.3 Why customers do not remember what we say
- 4.4 Nail down questions
 - 4.45 Specific line of business example and role-play

Module 5 – What customers want (30 min)

- 5.1 Knowing what a customer really wants
- 5.2 Knowing the difference between what a customer says, and what they mean
- 5.3 The empathic connection
- 5.4 Dealing with the snide comment
 - 5.45 Specific line of business example and role-play

Module 6 – Gaining customer trust (40 min)

- 6.1 Why customers sometime do not trust us
- 6.2 Gaining trust through empathy
- 6.3 The five-step Customer Service Strategy for gaining trust
 - 6.35 Specific line of business example and role-play

Module 7 – Reducing phone calls while improving customer service (30 min)

- 7.1 Top five reasons (of 12) we get too many phone calls
- 7.2 The voice mail multiplier
- 7.3 Ending the conversation correctly
- 7.4 Setting expectations
 - 7.45 Specific line of business example and role-play

Module 8 – Helping difficult customers (30 min)

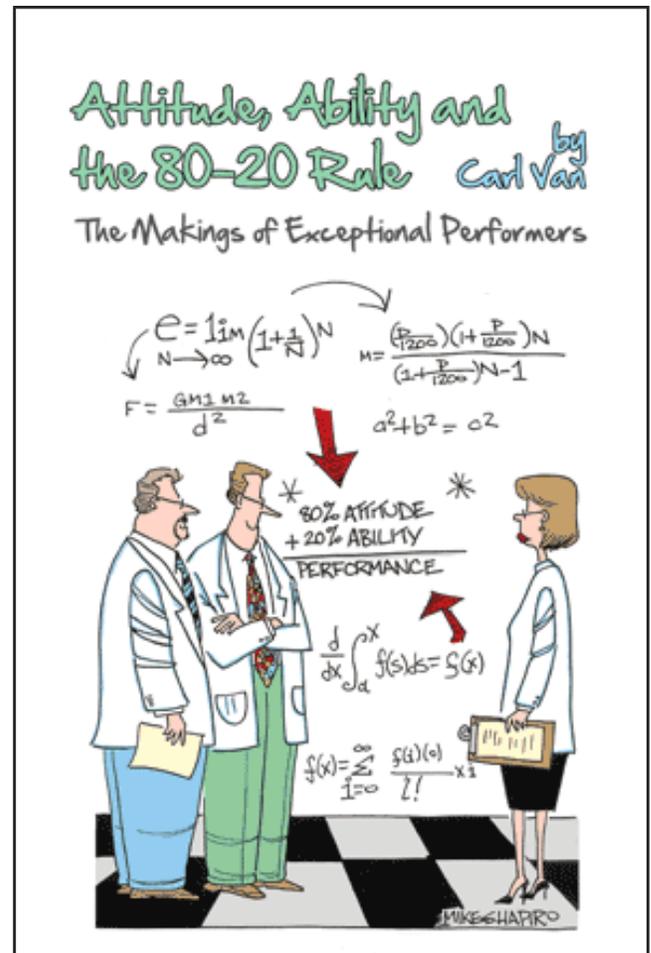
- 8.1 The five-step process of dealing with the angry customer
 - 8.15 Specific line of business example and role-play
- 8.2 Dealing with the Assertive/Demanding customer

Module 9 – Overview (20 min)

- 9.1 Claims can be stressful
- 9.2 Helping people is what we do
- 9.3 Making the claims job easier

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 production costs for studio, lighting, cameras, monitors and all other technical equipment for five days; studio operators (camera, lighting, electrical, script consultants, etc.); post-production work (editing, graphics, formatting).
- 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 with all ownership rights.
- Train-the-trainer workshop for anyone who may be a facilitator or host for the program.
- 2,000 copies of Attitude, Ability and the 80/20 Rule (List price \$19.95).



Value of purchasing the Elite Customer Service program

Need for “refresher” training

Even though your staff find 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 III 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.