

Supporting employees during Hurricane Helene

CHALLENGE

When Hurricane Helene struck, our contact center was entrusted with an urgent and critical mission: executing an outbound campaign to ensure the safety and well-being of over 500 employees from a valued client. Our primary objective was to gather essential information on employees' health status, housing conditions and immediate needs like food, water and emergency services. The situation demanded swift action, as timely and actionable data was crucial for the company to provide effective support during this challenging time.

SOLUTION

Crawford & Company conducted a 10-day outreach campaign, leveraging our skilled contact center team and a customized script to address critical employee needs. Through structured conversations, we gathered detailed responses from over 500 employees, focusing on safety, housing and access to resources, employee welfare checks, needs assessment and return-to-work readiness. For employees requiring immediate assistance, we facilitated connections to our contractor network, ensuring access to emergency repair services backed by a workmanship warranty.

These insights were compiled into actionable reports, enabling the client to prioritize support for those facing the greatest challenges. Additionally, these conversations provided the client with a deeper understanding of their employees' circumstances, enabling them to administer benefits more effectively - whether through housing assistance, financial support or other critical resources.

INDUSTRY

Insurance

LOCATION

U.S.A.

CLAIM TYPE

Hurricane

RESULTS

500+

employees contacted within 10 days.

The initiative demonstrated Crawford's ability to act as an extension of the client's team, reinforcing trust, supporting employee well-being and strengthening the client's commitment to their workforce during a time of crisis.