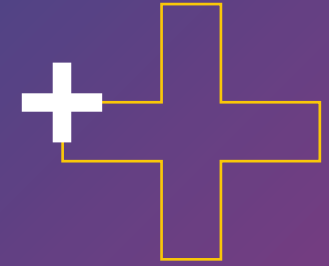




Navigating the future

Four key claims challenges
facing Canadian insurers





Canadian insurers are facing four key claims challenges

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Capacity

Insufficient staffing, inadequate resources and a lack of appropriate digital tools are causing strains on **capacity**.

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Accuracy

Accuracy issues in the claims management process can plague insurers with customer dissatisfaction and lead to significant financial and operational impacts.

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Customer Service

Poor **customer service** can lead to reputational damage and lower policyholder retention post-claim.

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Technical Expertise

While automation can simplify existing workflows, complex cases still demand **experience** and **expertise**.



01

Capacity

The increased frequency of catastrophic events, coupled with a concerning trend of experienced adjusters leaving faster than new recruits joining the field, continues to take a toll on the industry.

In 2023 alone, CatIQ reported over \$3.1 billion in insured damage from severe weather, marking the second consecutive year of losses exceeding \$3 billion and positioning 2023 as the fourth-worst year for insured losses in Canadian history.

As insurers continue to reinvent their workplace strategies and culture amidst the intensifying talent war, this relentless strain has led to widespread employee burnout, further hindering the ability to resolve claims quickly and efficiently. This challenge is compounded by the forecasted retirement of 8.5% of the current P&C insurance workforce by the end of 2026, according to the 2023 Demographic Research Report from the Insurance Institute of Canada.



Problem

Canadian insurers are currently facing a capacity issue within operations due to insufficient staffing, inadequate resources and the lack of appropriate digital tools.



Risks

- The lack staff resources is leading to delays in claim processing, reduced customer satisfaction and potential financial loss.
- Timely and effective claims handling is crucial to maintain service standards.
- Manual processes and disconnected systems create bottlenecks and without the right solution, processing times increase, and errors become more frequent.
- Poor data management compounds these problems, leading to inaccurate assessments and decisions.





Crawford for Capacity Solutions

+ CAT Response

Our skilled adjuster team, with an average of over 10 years of catastrophic experience, manages and coordinates every aspect of the claims process, from initial assessment to final resolution. Leveraging global resources and employing cutting-edge technology, we deliver beginning-to-end solutions, significantly reducing processing time by an average of 40% and achieving up to 30% cost savings.

Every claim benefits from our dedicated quality assurance team, delivering thorough and accurate handling, while flexible plans are tailored to meet the specific business needs of our partners.

+ Contractor Connection

Contractor Connection addresses capacity issues by acting as a managed repair network with access to over 600 credentialed contractors. This extensive network allows for rapid response and efficient handling of repair demands, including emergency services.

Contractor Connection's ability to scale resources and manage high volumes of work delivers timely and effective service to property owners, even during peak periods or large-scale events.

CAPACITY

+ Loss Adjusting

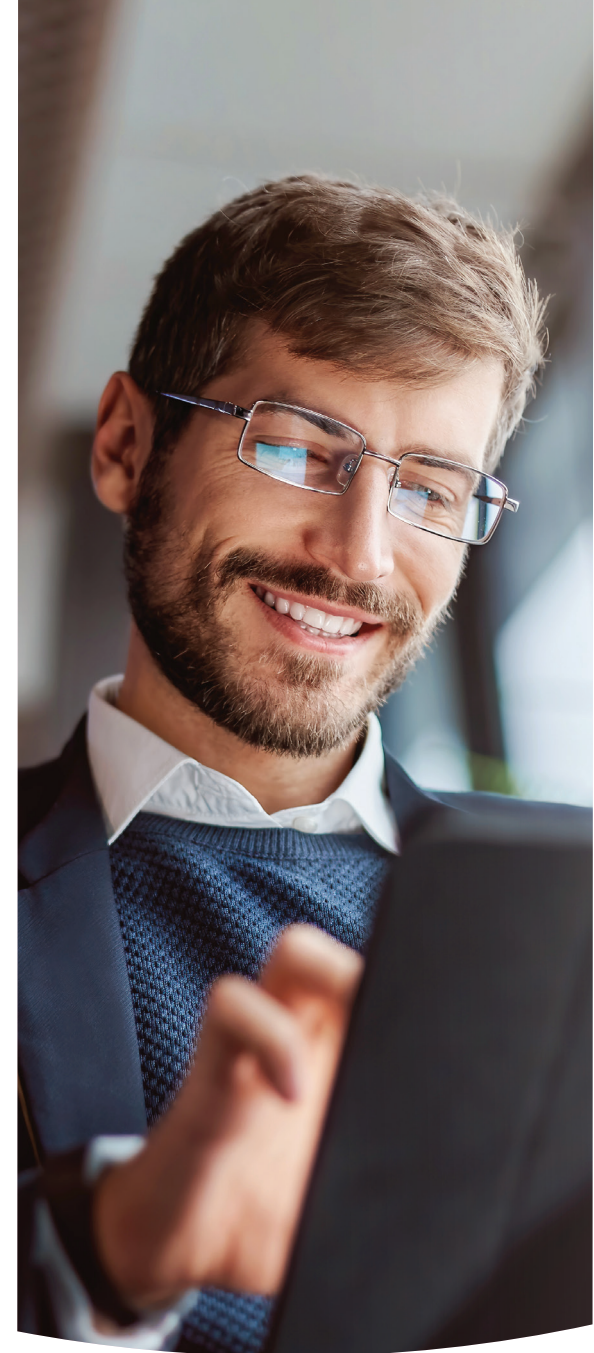
Crawford Loss Adjusting has one of the most comprehensive and integrated collection of end-to-end solutions to address claims management needs. From high volume, low complexity cases to the largest and most complex claims, our network of experts across Canada has the ability to deliver creative solutions that are unmatched in the market.

+ Workforce Advantage

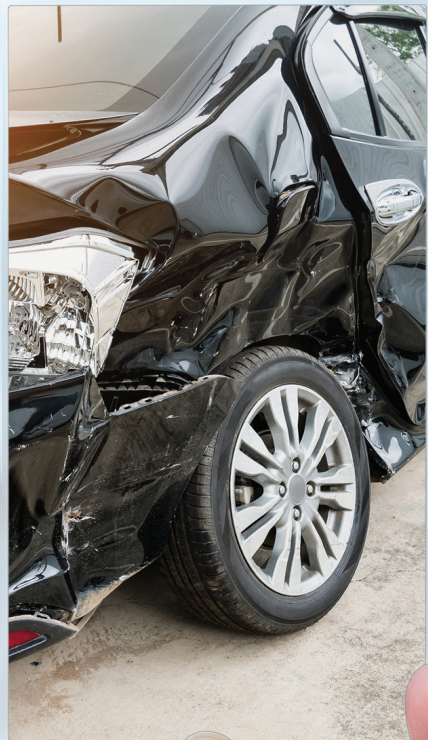
Workforce advantage is flexible staff augmentation for desk adjusting, field adjusting, special projects (file closure, review, run-off), alternative dispute resolution, mediation, audit, learning and development. Workforce Advantage helps when you experience fluctuations in staff levels, work volume, unexpected leaves and need for specialized expertise.

+ Digital Desk

Digital Desk incorporates AI-powered triage to deliver tailored service recommendations, enhances field capacity by up to 28% with advanced automation, and reduces overall costs by optimizing expenses. Compared to the traditional field model, Digital Desk can reduce costs by as much as 56% and reduce costs by 71% compared to other self-service tools.



CAPACITY



+ edjuster

edjuster tackles capacity challenges by providing scalable solutions that combine technology with a network of content claim specialists. As catastrophic events increase and the talent pool shrinks, edjuster's platform allows insurers to quickly scale their operations, ensuring they have the resources to handle surges in claims. By automating routine tasks and streamlining content management, edjuster reduces the burden, helping prevent burnout and allowing them to focus on complex cases, ultimately speeding up claim resolution even during high-demand periods.

+ Asservio

Asservio is our digital platform that expedites the estimate review process for property claims. Asservio is a fully configurable rules-based engine that uses intelligent and enhanced automation to reduce cycle times and effectively catching human errors.



+ On-Demand Inspections

On-Demand Inspections is an efficient and accurate exterior inspections are conducted by a network of adept inspectors armed with cutting-edge tools. Crawford's On-Demand Inspections tackles the capacity issues by providing precise inspections and expedited claims settlement.

+ **exclaim**

Exclaim in a cloud-based platform that offers adjusters a comprehensive solution for contents valuation and claims management. exclaim is designed to handle both high severity complex claims and high-volume, small claims by providing Like, Kind and Quality (LKQ) pricing to streamline the settlement process. Simply put, your adjusters can process more claims in less time.

+ YouGoLook

Harness the power of your policyholders to reduce the need for in person visits and alleviate capacity challenges on your adjusters. YouGoLook guides users step-by-step in capturing images and information needed to document their claims using their smartphones.



02

Accuracy

As claim volume and complexity increases, the insurance industry faces significant challenges in managing claims accurately, leading to customer dissatisfaction and potential financial repercussions.

With over 30 million connected devices in Canada expected by 2028, insurers can leverage technology platforms to improve claim accuracy, provide rapid communications, reduce litigation risks and stabilize financial performance. However, off-the-shelf and one-size fits all solutions may cause more problems than they solve so it is paramount that Canadian insurers partner with firms that provide solutions tailored to specific needs.

Moreover, the insurance sector faces a skills gap due to a retiring workforce outpacing new entrants. Insurers are increasingly looking to AI to help tackle this issue. According to a recent report conducted by Precedence Research, AI can boost productivity, reduce operational costs by up to 40% and increase profitability by 21%. The challenge is what technology should insurers implement and where AI should be deployed to solve for accuracy while continuing to meet customer expectations.

ACCURACY



Problem

Accuracy issues in the claims management process can plague insurers with customer dissatisfaction and lead to significant financial and operational impacts.



Risks

- Inaccurate assessments can lead to rejected or underpaid claims, directly affecting policyholder satisfaction and potentially sparking legal disputes.
- An insurer's financial stability can be impacted as incorrect payout calculations contribute to immediate financial loss and disrupt operational efficiencies.
- Inaccuracies in claims management raises concerns regarding regulatory compliance which can result in fines and penalties, damaging an insurer's reputation and financial standing.
- Data integrity is compromised and affects risk assessments and decision-making processes.





Crawford for Accuracy Solutions

+ Asservio

Asservio is our proprietary platform that expedites the estimate review process in property claims with essential insights to rectify errors.

Asservio is a fully configurable, rules-based engine that uses intelligent and enhanced automation to increase accuracy. On average, Asservio flags 10 violations per estimate and increases estimate review efficiency by 25%.

+ Contractor Connection

Contractor Connection enhances accuracy by meticulously vetting all network contractors to verify they are licensed, insured and financially stable. The approach ensures that all repairs meet the highest standards, with detailed work orders and instructions enhancing precision.

Each repair undergoes thorough review by a dedicated quality assurance team and a three-year workmanship warranty provides additional confidence in the quality and accuracy of the completed work.

+ 3D Property Scan*

Partnering with industry-leading solutions, Crawford helps to simplify the claims workflow by capturing internal and external property damage using nothing more than a personal mobile device. Captured images are processed to generate a comprehensive measurement report and 3D rendering with measurements, enabling adjusters to assess more accurately.



ACCURACY

+ edjuster

edjuster enhances claim accuracy by combining AI with content claim specialists and robust content management, so that every detail can be captured correctly. This tailored approach helps insurers handle complex claims efficiently, avoiding the errors that come with generic solutions. By focusing on precise content management, edjuster improves financial outcomes and keeps customer satisfaction high.

+ CoverAI

Coverage AI is an innovative tool designed to streamline the increasing complexity of the claims process. Coverage AI rapidly interprets policy wording for quicker decision-making, minimizes human error and efficiently resolves claims. By utilizing Coverage AI's capabilities, your teams gain access to consistent policy interpretation and increase accuracy by automating manual workflows and reducing human error.

+ Digital Desk

Digital Desk empowers your claims process with intelligent automation. Take the guesswork out of the triage process and make the best decisions on how claims should be handled right from intake. Digital Desk is offered both as a standalone Software-as-a-Service (SaaS) or expert-managed service to help carriers increase their capacity and reduce human error.



03

Customer Service

Managing the customer experience is essential throughout the claims process.

According to the Ipsos 2023 CI Insurance Tracker, customer satisfaction ratings differ from region to region, with Quebec having a positive Net Promoter Score (NPS), while British Columbia and Ontario struggle with negative scores.

Staff turnover and attrition within the insurance industry has been exceptionally high in recent years, causing strains on an already stretched workforce to keep processing times low. With surging demand, increased claim complexity and sometimes outdated systems resulting in longer wait times, Canadian insurers will need to find ways to adapt to increasing customer demands at a time when customer satisfaction levels are at a low point.



Problem

Poor customer service, including a lack of communication, transparency, and slow response times, can decrease customer satisfaction and trust, leading to reputational damage and lower policyholder retention post-claim.



Risks

- Poor customer service experience can result in decreased revenue and a competitive disadvantage as customers seek more reliable alternatives.
- Without leveraging appropriate automation, time-intensive processes can slow down the claims cycle and lead to employee burnout and turnover when teams are overburdened.
- Dated, manual processes lead to inefficiencies and accessibility issues which ultimately impact the overall customer experience.





Crawford for Customer Service Solutions

+ Contact Centre

Crawford's state-of-the-art claims contact centre offers exceptional service dedicated to providing care for your policyholders. From customized FNOL portals, call handling for new claims and training to ensure optimal performance, our contact centre is designed to enhance your customers' experience.

Your customers are handled with the care as if they were our own. Crawford's contact centre features a branded service offering, dedicated teams focused on your business, bilingual support as needed, advanced voice analytics and customizable hours of operation to your specifications.

+ Contractor Connection

We all know a property claim doesn't always end with a cheque paid to a policyholder. In the eyes of your customer, a claim doesn't end until their property is restored. Crawford Contractor Connection brings together customers and fully vetted, licensed contractors, ensuring work is performed by qualified professionals.

Providing comprehensive support from start to finish, Contractor Connection helps your policyholders by taking care of scheduling, service coordination and issue resolution. What is often a difficult time for your policyholders is made easier when you partner with a managed repair and restoration network like Contractor Connection.

+ Digital Desk

Digital Desk is a comprehensive AI-powered triage solution that enables desk adjusters to accelerate workflows and resolve claims quicker. Faster claim resolution leads to a better claims experience and higher policyholder satisfaction.

Insurers faced with an influx in claim volume during a surge event can also leverage Digital Desk's powerful communication engine that can push thousands of texts in minutes to policyholders about the status of their claim, providing real-time updates.

+ Digital First Notice of Loss (DFNOL)

Crawford's DFNOL process takes the traditional intake process and gives it a significant boost by offering omnichannel capabilities, allowing you to choose the intake path that is most effective and efficient.

With the ability to report incidents online or through a mobile app, Crawford's streamlined DFNOL process reduces response times, provides immediate confirmation of receipt and enables faster initiation of claims processing. Proactive notifications keep stakeholders updated from submission to closure, enhancing transparency and trust.

+ Asservio

Inaccurate property estimates can complicate and delay the claims management process. Asservio enhances the customer experience by reducing human error and ensuring property estimates are accurate from the start. With its intelligent rules engine tailored to specific parameters, Asservio delivers precise estimates, allowing policyholders to have their claims processed more quickly. This increased accuracy and automation result in faster claim closures and a smoother overall experience for customers.



04

Technical Expertise

The insurance industry is bracing for a significant shift as many of its employees approach retirement.

Research from the Insurance Institute of Canada anticipates that 8.5% of insurance professionals will retire in the next five years. This anticipated exodus is particularly alarming for claims handling roles, where the urgency of recruiting has skyrocketed from the 7th to the 2nd priority for most organizations. The departure of seasoned adjusters creates a significant knowledge gap, as acquiring the expertise required to independently manage large and complex claims typically takes years.

As technological advancements continue to automate routine functions within the claims cycle, human expertise remains indispensable for managing complex claims. Partnering with organizations that prioritize investments in recruiting, training and retention can help better navigate the challenges ahead. This comprehensive approach not only bridges the knowledge gap but also boosts operational efficiency and minimizes claim leakage, ultimately benefiting the bottom line.

TECHNICAL EXPERTISE



Problem

While automation can simplify existing workflows, complex cases still demand experience and expertise. The challenge lies in balancing cost reductions with maintaining high standards in claims management, where cutting corners can lead to long-term financial impacts.



Risks

- Failure to partner with the right organizations to address the workforce gap and improve training and retention could lead to inefficient claims handling, increased claim leakage, and financial losses.
- Without robust training, new hires may struggle to quickly acquire the necessary expertise, resulting in errors and delays when processing complex claims.
- Failing to collaborate with the right partners can undermine an insurer's operational efficiency, profitability and competitive edge, leading to increased errors, processing delays and higher litigation costs due to disputes over settlements.

Crawford for Technical Expertise

Solutions

+ Global Technical Services (GTS)

Crawford's GTS experts offer a comprehensive solution to the risks insurers face by acting as a strategic advisor and trusted partner. As Canada's largest group of experts, we become an extension of your team, enhancing operational efficiency.

Through this unique, relationship-focused model, Crawford GTS develops a deep understanding of specific requirements, preparing for claims before they happen. When losses occur, the team can quickly mobilize resources across all disciplines and regions to resolve a claim, regardless of size and scope. In 2023, our GTS team handled over 4,000 specialty loss claims, managing financial exposures valued at more than half a billion dollars.*

+ Third Party Administration (TPA)

With a customer retention rate exceeding 99%, our approach simplifies claim handling, minimizes administrative burdens and maximizes outcomes through cutting-edge technology and data analytics.

With decades of industry knowledge, Crawford TPA delivers consistent, quality results tailored to each client's unique needs. Whether optimizing auto claims management or managing complex liability issues, our scalable solutions and customized analytics empower clients with effective strategies for superior claims management and cost control.

*CAD

TECHNICAL EXPERTISE



+ edjuster

Combining a trained ground workforce with advanced technology, edjuster specializes in handling major, high-severity content claims and providing high-quality service. Its standardized inventory process results in greater accuracy and improved Like, Kind, and Quality (LKQ) valuation matching, leading to more accurate pricing and increased customer satisfaction.

With transparent performance standards, edjuster tackles content manipulation, rising costs and a lack of accountability, reducing on-site time by 20% and boasting an industry-leading dispute-free claims settlement record.

+ Legal Services

Crawford's comprehensive legal services, including insurance defense work, subrogation and recovery, coverage analysis and contractual reviews ensure that all aspects of claims are managed with high standards of expertise.

Taking a proactive approach allows for the development of efficient litigation strategies, leading to a significant reduction in the time taken to resolve claims and a reported 25% decrease in file shelf life. Additionally, minimizing prolonged legal proceedings and repeated administrative tasks results in a 20% reduction in overall legal fees, directly addressing the cost-reduction aspect of the problem.



+ Claims School

Crawford's Claims School provides a customized curriculum tailored to the unique challenges faced by property and casualty adjusters. This valuable training is available to our clients, so that they too can benefit from enhanced expertise in managing their claims.

By participating in these courses, adjusters gain valuable knowledge and skills in assessing, processing and managing insurance claims effectively. The curriculum is designed to equip adjusters with the necessary tools and techniques to navigate complex claims scenarios, understand policy language and communicate effectively with clients.

+ London Market Unit

Crawford tackles the challenge of balancing cost savings with high-quality claims management by building strong relationships within the Lloyd's and London markets.

Our deep understanding of Lloyd's claims procedures, reporting protocols and trust account management, backed by the expertise of Crawford Global Technical Services, allows us to effectively manage all aspects of the London Market business, improving efficiency and reducing costs without sacrificing quality.

Our national Lloyd's & London Market Unit is licensed across all provinces and staffed with experienced claims professionals who know the London Market inside out. We offer complete third-party administration (TPA) services, focusing on adjusting and examination, litigation management, bordereaux production, data management, management information (MI) and treasury services.

For more information, speak with your sales representative or visit our [website](#).

About Crawford & Company®

For over 80 years, Crawford has led the industry through a relentless focus on people and the innovative tools that empower them.



**LOSS
ADJUSTING**



**THIRD PARTY
ADMINISTRATION**



**MEDICAL
MANAGEMENT**



**ON-DEMAND
INSPECTIONS**



**CATASTROPHE
RESPONSE**

10,000 employees | **50,000** field resources | **70** countries | **\$18B** claims managed annually

Crawford®

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www.crawco.ca **in**