

MANAGER SPOTLIGHT

Promise to keep his word has inspired Thomas' distinguished career in claims



Scott Thomas
Director of Claims
West Bend Mutual
Insurance

Scott Thomas,
director of claims
at West Bend
Mutual Insurance

in West Bend, WI is committed to going out of his way to provide excellent customer service in an industry where an insurance policy or a claim settlement is really nothing more than a promise.

“We need to realize that the claim is our opportunity to provide empathy and take the concept of customer service to the highest possible level,” said Thomas. “Claims professionals

must challenge themselves to learn and develop. We can't rely on someone else to manage our careers. We must take it into our own hands and uncover the opportunities. It's our job to make things happen.”

Personal responsibility is so paramount to Thomas that he contracted with a manufacturer to construct a 35-foot custom-built recreational vehicle equipped with satellite technology to serve as a mobile claims center. Nicknamed The Responder, the RV has eight wireless workstations and can process claims in any remote location.

“We were having a challenge with claims from the field being processed back at our home office,” explained

Thomas. “The solution was simple. We took the claims office to the customer. This allowed us to provide the best possible customer service while making the claims-handling process faster and more efficient.”

Thomas began his career in the insurance industry as a desk adjuster in 1987 and quickly progressed into a management role. He joined West Bend six years ago and credits his rise into management to ongoing training and a continuous improvement in public speaking.

“You try to be like people you admire,” said Thomas. “A true leader is someone people follow because they want to, not because they have to.”



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