

## Mann takes the high road on customer service

Horace Mann Insurance kicked off its company-wide customer service program with a NASCAR theme during a recent meeting in Las Vegas. With an assist from the *Awesome Claims Customer Service* course presented by the International Insurance Institute, 60 managers from the Illinois-based carrier put the company's customer service pedal to the metal. The initiative rededicates Mann's management team to improved customer experience through a plan created to focus on front-line employee programs with the goal of enhanced customer service and overall client retention.

## On-line training on the horizon for III

The executive vice president of the International Insurance Institute announced an agreement to offer many of its courses online. According to Ken Sanders, CPCU, AIC, the programs will initially include only courses that supplement the current course catalog of courses. The second phase of online courses will support the approved continuing education accreditation programs. The computer course work is being offered in conjunction with technical support from Learn.Net .

## New III member companies and contacts

AIG Small Business

Bill Skapof, vice president

Allstate Insurance

Carla Vesper, project manager in claims

Automobile Club of Southern California

Diane Barton, manager

CNA Insurance

Janna Scheese, training & development senior consultant

Farmers Insurance

David Levin, regional claims manager

Horace Mann Insurance

Dennis Bianchi, senior vice president  
Bob Kambe, vice president

State Farm Insurance

Mary Bullin, assistant manager  
Phyl Turrentine, property & casualty claims training specialist

# new courses

## HERE ARE THE LATEST COURSES AVAILABLE:

### Negotiating With Attorneys

This interactive class focuses exclusively on the techniques needed to negotiate claim settlements with attorneys. Students learn how to put themselves in the best position for a confident and strategic negotiation by building a solid foundation of knowledge and planning.

Strategies include tips on how to research the attorney, the claimant, the injury, the liability and the venue. After learning how to build a solid foundation, students will learn to establish techniques that utilize advanced negotiation processes. These processes are designed to teach claims professionals how to:

- Gain confidence and credibility.
- Effectively use concessions.
- Identify and utilize leverage points that most people don't recognize.
- Identify time constraints on all parties.
- Identify risks inherent to the failure to settle.
- Listen for points that support the target settlement.
- Identify the strengths of the case and how to leverage them.
- Identify the weaknesses of the case and how to respond to them.
- Recognize areas that need clarification.
- Confirm areas that are in agreement.
- Negotiate with the right person.
- Pinpoint the negotiation style of the attorney.
- Break an impasse.
- Get the attorney to a realistic starting point.
- Continue the negotiation after receiving a firm or final demand.
- Assess the mathematical probability of the risk.
- Get highest benefits from arbitrations.

Graduates of this class will settle claims more expeditiously and accurately.

### Ethics & Good Faith Claims Handling *CE Approved!*

Given the increase in aggressive bad faith allegations and litigation throughout the country, it is now more critical than ever to ensure that our claims handling practices are in compliance with the governing good faith statutes.

This class is designed to increase the student's awareness and knowledge of the Ethics and Unfair Claims Practices Act Statutes in individual states. The class then takes this knowledge and applies it to real-world claim scenarios to demonstrate the essential steps necessary for good faith claims handling.

The class material includes topics as:

- First and third party bad faith overview.
- Understanding the unfair claims practices act.
- Ethical claims handling.
- Steps necessary to conduct proper investigations.
- Proper file documentation.
- Evaluating claims based on merits
- Proper offers.
- Properly responding to time limit demands.
- Common pitfalls to avoid.

Upon completion, the claims professional will be more educated in the steps to comply with the Unfair Claims Practices Act. The outcome will be students who have the tools necessary to navigate through a litigious environment where bad faith allegations are becoming more frequent and aggressive.

This class benefits everyone from the claims adjuster trainee to senior management. Approved in various states for 6 to 8 CE credits.

For more course profiles, see page 18 or go to [www.Insurancelnstitute.com](http://www.Insurancelnstitute.com).