

# Claims Education

INTERNATIONAL INSURANCE INSTITUTE AND **Claims** MAGAZINE**e**magazine

## TRAINING || TALK

## Staying on Point

The last few months have been quite busy for us at International Insurance Institute, Inc.

Our newest and most extensive endeavor, the Online Claims Training Program, has continued to grow. Many new upgrades have been completed, and the last of the CE requirements have been fulfilled. Currently, the "Exceptional Claims Customer Service" class has been viewed by claims professionals from California to New York, from Texas to North Dakota, all over Canada, and even the U.K. We have been working hard on putting the next installment, "Negotiation Skills for the Claims Professional," up by the end of summer. Currently in post-production, the negotiation session will make a welcome follow-up to the customer service session.

Be sure to check out a free preview of the "Exceptional Claims Customer Service" class at [www.ClaimsEducationOnline.com](http://www.ClaimsEducationOnline.com).

We also had the pleasure of facilitating our 4th Annual Claims Education Conference in Coeur D' Alene, Idaho, which went extremely well. The overwhelming feedback was that people enjoyed the pleasant and peaceful setting, and truly appreciated the "all-training" format CEM takes each year. The only thing that caused more excitement during the conference than the sessions was the announcement of the location of 2010's conference. That right...New Orleans! The hometown of the III office and CEM staff.

As always, we here at International Insurance Institute welcome your contributions to CEM and encourage you to contact Karla Alcerro at [karla@insuranceinstitute.com](mailto:karla@insuranceinstitute.com) for any input. Please feel free to direct any questions, feedback, articles, claims success stories, or even topics that you would like to see discussed in the magazine. ■



**Carl Van**  
President and CEO  
International Insurance Institute

## FEATURE || STORY

## Designation Envy

Why "CPCU" Should Matter to You

By James D. Klauke, CPCU

Why is the CPCU designation important to claim professionals? This question is best answered by the claim professionals who have achieved the CPCU designation and are active members in the CPCU Society. The American Institute for CPCU has granted more than 65,000 CPCU designations, with most recipients becoming members of the CPCU Society. Since 2000, 30 percent of the new CPCU designees have declared that they are in a claims capacity with their employer. They serve in a range of positions, from adjusters to senior management.

In a survey of 38 of these claim professionals, all cited one or more of the following general categories as the designation's most important factor to them personally:

- ▶ Educational value, both in attaining the designation and in career continuing education offered by the Society.
- ▶ Networking with other claim professionals and non-claim professionals.
- ▶ Help with their careers, either by attaining employment or moving to a better position.
- ▶ Providing instant credibility among other insurance professionals who share a high standard of ethical behavior and integrity.

### The Education

The one overwhelming reason cited is the superior education received in both the designation process and the continuing education as an active member of the CPCU Society. Members of the CPCU Society view the program for achieving the designation as an intense learning process, whether attending formal classes or engaging in home study. There are those who believe the education helped them overcome the lack of a college degree. In one case, a member felt the designation helped him achieve his masters degree from a major university. For his CPCU coursework he received credit for one-third of the semester hours needed for the degree. That individual is now in a management position with the largest independent adjusting firm.

Other survey respondents cited the value of the knowledge they gained about the rest of the insurance industry. They learned about insurance operations from sales to underwriting, company finance to auditing, and more. Most importantly, they