

Claims Education

INTERNATIONAL INSURANCE INSTITUTE *e*magazine

TRAINING || TALK

In this issue we feature a story highlighting the important role customer service plays at Builders Mutual Insurance Company, one of the leaders in the insurance industry. Their focus on customers has certainly paid off with customer satisfaction numbers improving year after year.

Be sure to check out our spotlight article on Michelle Anderson, Corporate Learning Leader at Utica National.

Our Feature Course section provides information on one of our most requested workshops, *Effective Recorded Statements*.

We are now accepting registrations for the Claims Education Conference. The Claims Education Conference is a great opportunity to experience and sample many of our training courses. This year's conference sessions include; *Dealing with Difficult Customers*, *Increasing Settlement Figures During Negotiations*, *Business Writing Skills*, and *Interviewing and Hiring Great Claims People* to name just a few. If you register early, you can save money – our first early bird deadline is coming up on November 30th. See our ad on page 2 for more information.

As always, we here at International Insurance Institute welcome your contributions to CEM and encourage you to contact Lisa Ferrier at lisa@insuranceinstitute.com for any input. Please feel free to direct any questions, feedback, articles, claims success stories, and/ or even topics that you would like to see discussed in the magazine. ■



Carl Van
President and CEO
International
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FEATURE || STORY

BUILT TO LAST

BY LISA FERRIER

In the insurance industry, Builders Mutual Insurance Company (BMIC) is unique because it provides insurance coverage exclusively to the construction market. Unlike other insurance carriers, it isn't a specialty of theirs, it is all they do, so they are able to tailor their products and processes in a way that larger carriers aren't able to match. Headquartered in North Carolina, their beginnings grew out of the North Carolina Home Builders Association back in 1984. They have been building their business, so to speak, since then to provide coverage for more than 21,000 policyholders.

It is no mystery that construction is a risky business, but BMIC has worked diligently with their policyholders to reduce risks and make sure jobs go as smoothly as possible. They do this by offering safety education and risk management consulting.

In addition to their commitment to safety, BMIC is also very focused on providing a positive experience for their customers. In 2012, BMIC implemented a new Customer Contact Center staffed by cross trained industry experts so that the majority of calls could be handled in one transaction, leading to fewer transferred calls and ultimately happy, satisfied customers. In honor of Customer Service Week, an international event devoted to recognizing the importance of customer service and to honoring the people who serve and support customers with the highest degree of care and professionalism, BMIC's Customer Experience team provided snacks for their employees who are dedicated to providing a positive customer experience. They also handed out a "customer compass" to keep the idea of providing excellent customer service top of mind for employees.

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