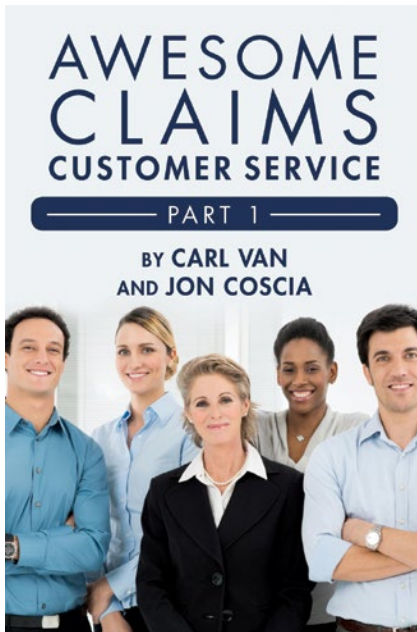


CLAIMS PROFESSIONAL BOOKS



FEATURE BOOK THIS ISSUE:

Awesome Claims Customer Service – Part 1

We are pleased to announce the release of our newest publication, *Awesome Claims Customer Service – Part 1*, a collaborative effort between Jon Coscia, President of Latitude Subrogation Services and Carl Van, President and CEO of International Insurance Institute. Together, Jon and Carl provide tips, strategies and recommendations for claims professionals to improve the customer experience while making their job easier.

Claims is a different business than most businesses. In claims, our customers have had something bad happen to them. They didn't want it, they didn't ask for it, and they don't like it, so sometimes we have to deal with our customers a little bit differently. If after reading this book you can get customers to listen to you better, remember more of what you said, be more patient, be much more reasonable, stop calling as much, trust you more, cooperate much more, and understand you better, would that be a few hours well spent? We

think so because that's the outline for *Awesome Claims Customer Service – Part 1*. By reading this book, you will greatly improve customer service, increase retention and make your job much, much easier in the process. So, let's get started!

Carl Van, President and CEO of International Insurance Institute, Inc. and Jon Coscia, President of Latitude Subrogation Services have over fifty years of professional claims experience between them. In *Awesome Claims Customer Service – Part 1* they share the secrets they have learned over the years to improve customer service, save you time and give you the tools to make your claims job easier.

A WORD FROM JON COSCIA:

My favorite section and chapter in our book is Chapter 10, The Five Standards for Great Customer Service. Hands down!

The five standards for great claims customer service allows the reader to apply these steps not only in the claims experience but also in life. It is practical knowledge that can be applied to everyday life. We all want to be clear and consistent with our communications, have empathy and follow up with what we said we would do. Being fair and prompt sets you up for success.

A WORD FROM CARL VAN:

Jon and I share a lot of customers, so it was really enjoyable to write this book from different perspectives (on the same topics) with those customers in mind.

My favorite section and quote from the book is in Chapter 13, The Opportunity to Help People:

“I was teaching a customer service class and everyone was busy doing an exercise. I saw one student taking notes like crazy, and really getting into it. I said to him, “Wow, you really seem to be taking to this.” The person responded, “Well sure, this is my life’s work. I might as well be good at it.”

Anyone who buys this book should know that we did not conduct formal research. We have no control groups to test out the theories and no written documentation to substanti-

ate each and every hypothesis. What we do offer is practical experience and examples to better illustrate how to deliver superior customer service in claims.

Written by Carl Van and Jon Coscia (Paperback \$24.95 available at www.ClaimsProfessionalBooks.com, www.Amazon.com, and other online book sellers

Visit www.ClaimsProfessionalBooks.com to view all of the books available:

- ◆ *The 8 Characteristics of the Awesome Adjuster*
- ◆ *Attitude, Ability and the 80/20 Rule*
- ◆ *Gaining Cooperation: Some simple steps to getting customers to do what you want them to do*
- ◆ *Gaining Cooperation for the Workers' Comp. Professional: 3 simple steps to getting the Injured Worker to do what you want them to do*
- ◆ *Attitude, Ability and the 80/20 Rule: The Makings of Exceptional Performers*
- ◆ *The Eight Characteristics of the Awesome Employee*
- ◆ *The Claims Cookbook: A Culinary Guide to Job Satisfaction*
- ◆ *Negotiation Skills for the Claims Professional*

DISTINGUISHED SENIOR CLAIM LAW ASSOCIATE AWARD! APPLY TODAY.

Each year at the Claims Education Conference a Designation Conferment Ceremony is held to celebrate the achievements of all the registrants who have earned a claims law designation with American Educational Institute (AEI) over the past year. AEI is the premier provider of self-study insurance claims law programs with courses leading to industry-recognized designations including the highest designation, Senior Claim Law Associate (SCLA). The highlight of the event is the award presentation and keynote address from the Dis-

tinguished SCLA Award Winner. This award is presented to a new SCLA designee for their demonstrated commitment to professionalism and outstanding service to the insurance industry. "There is simply no easy way to earn an SCLA Designation. Any designee must therefore possess qualities such as responsibility, perseverance, organization, and a commitment to excellence. The award recipient's demonstration of these qualities and their devotion to professionalism through claims law education is a perfect example of AEI's mission," said Amy Koernig, President of AEI.

Applications are currently being accepted and anyone who has or will have achieved their SCLA designation between January 1, 2020 and February 5, 2021 is eligible. The next Distinguished SCLA Award Winner will address their fellow designees at the 2021 Claims Education Conference (May 11-14, 2021) in New Orleans during the Conferment Ceremony on Wednesday, May 12th. The next recipient will join the impressive group of award winners including the past three: Lacey Payne, SCLA from Auto-Owners Insurance, Claire Muselman, SCLA Gold from Continental Western Group and this year's recipient TJ Roland, SCLA Gold from Sentry Insurance. For more information on the application process, please visit www.sclasociety.org/annual-conference. ■



(L to R) Claire Muselman of Continental Western Group accepts her award from the President of SCLA, Melissa Studeny of Liberty Mutual Insurance.