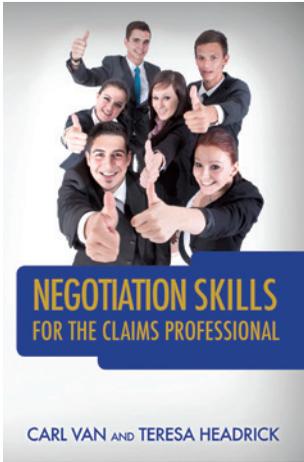


## Claims Professional Books

### NEW THIS ISSUE:

#### *Negotiation Skills for the Claims Professional*



This is a straightforward, real-life approach to negotiations from the perspective of the claims professional. Short on complicated theory, and heavy on real-life situations, this book highlights many simple yet powerful approaches to negotiating with customers and even with attorneys. Written by Carl Van and Teresa Headrick. (Paperback \$24.95 available at [www.ClaimsProfessionalBooks.com](http://www.ClaimsProfessionalBooks.com), [www.Amazon.com](http://www.Amazon.com), and other on-line book sellers; Kindle \$9.99)

Visit [www.ClaimsProfessionalBooks.com](http://www.ClaimsProfessionalBooks.com) to view all of the books available:

- *The 8 Characteristics of the Awesome Adjuster.*
- *Gaining Cooperation: Some Simple Steps to Getting Customers to do What They Want to do.*
- *Gaining Cooperation for the Workers' Comp. Professional: How to get 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*

## Carl Van YouTube Channel

### NEWEST UPDATES:

- What makes a great customer service company #3
- What makes a great customer service company #4

This channel will be updated periodically with new clips from the on-line claims training videos at [www.ClaimsEducationOnline.com](http://www.ClaimsEducationOnline.com). This is FREE training!

To be notified of the new clips as they become available, all you have to do is:

1. Go to <http://www.youtube.com/user/CarlvanTV> and subscribe. or
2. Go to Facebook and "Like" either (or both) of the pages at [www.facebook.com/CarlVanSpeaker](http://www.facebook.com/CarlVanSpeaker) or [www.facebook.com/InternationalInsuranceInstituteInc](http://www.facebook.com/InternationalInsuranceInstituteInc).

## Claims Blog

Subscribe at [www.CarlVanClaimsExpert.wordpress.com](http://www.CarlVanClaimsExpert.wordpress.com), and get the latest delivered right to your email! Including recipes from The Claims Cookbook.

## New Customers

We are delighted to welcome our newest members who have joined International Insurance Institute's member list, either through on-site training, on-line video training or training materials.

### United States

- Doug Poetzsch- ACE Group Claims- Jersey City, NJ
- Frank Murray – ESIS Insurance – Philadelphia, PA
- Kurt Hamblin- Bear River Mutual Insurance- Murray, UT
- Elizabeth Trefil- Auto-Owners Insurance- Lansing, MI
- Vernon Poland- Indiana Workers' Comp Institute- Indianapolis, IN
- Barbara Howard- National Alzheimer's Association- Chicago, IL
- Joanne Brooks- Surety & Fidelity- Washington, DC
- Steve Nelson – SureTec Insurance – Dallas, TX
- Wesley Hyatt – Liberty Mutual Commercial – Boston, MA
- Gary Hutchins – Liberty Mutual Commercial – Boston, MA
- Matt Sekula – Liberty Mutual Commercial – Hoffman Estates, IL
- Danielle Tangorra - Crum & Forster – Morristown, NJ
- Paul Kush – ProSight Specialty – Morristown, NJ
- JoAnn McGovern – ProSight Specialty – Morristown, NJ
- Jacqueline Kurth - Industrial Commission of AZ – Phoenix, AZ
- Danielle Prewitt - American Modern Insurance - Amelia, OH
- Bob Cretel - AAA of So. California - Costa Mesa, CA
- Roberta Vonnortick – LACERA - Pasadena, CA
- Louis Ugalde - Allstate Insurance - Northbrook, IL
- Bryan Hoesman - Frankenmuth Mutual - Frankenmuth, MI
- Terri Harrison - California Insurance Guarantee Associates - Glendale, CA
- Erin Espinoza - Texas Windstorm - Austin, TX
- Jacquie Kurth - Industrial Commission of Arizona - Phoenix, AZ
- Julie Raatz (of Marsh) - Minnesota Workers Comp Symposium - Minneapolis, MN
- Michael Stewart - Frankenmuth Insurance - Frankenmuth, MI
- Tammy Thomas - Bemis Group - Neenah, WI
- Garrett Gorge - Westfield Group - Westfield Center, OH
- Rob Bowers - Westfield Group - Westfield Center, OH

### International

#### Karnataka

- Maitri Kumar- Accenture- Bangalore, Karnataka

#### India

- Poonam- Aviva Life Insurance- Guragon, India

#### Thailand

- Arporn Patjanhom- Prudential Life Insurance- Bangkok, Thailand

#### Ethiopia

- Yared Legesse Zewide- NIB Insurance Co. - Addis Ababa, Ethiopia

#### Canada

- Peter Shea- Cox & Palmer Law- Halifax, Nova Scotia
- Mary Rodrigues - Wawanesa Insurance – Toronto, Ontario
- Toni Masi - Wawanesa Insurance – Toronto, Ontario
- Don Bouwmeister - The Commonwell Mutual Insurance – Lindsay, Ontario
- Irene Bianchi – Aviva Canada– Toronto, Ontario ■

## FEATURE || STORY

were not prescheduled, so Mr. Shapiro could not videoconference in. To my amazement, Mr. Shapiro took the time to prerecord a video message that was played before class, again having an incredible impact on the desire and commitment of the hundreds of employees attending the sessions to improve themselves. They understood it was their job to improve, and were excited to make every customer experience a pleasant one. Mr. Shapiro did the hard part, which was to inspire people to improve themselves. I had the easy part, teaching them how to do it.

When asked about his philosophy of getting personally involved in supporting the training, Mr. Shapiro explained, *“To get real, powerful change, people have to believe in the “why” behind the change first. Then, if your tools support the change, and your controls hold people accountable to it, you win. The tools and controls will last after the launch of training. They are tangible parts of day-to-day work. But the mindset has to be built strongly at the outset or it will fade. That is why I feel so strongly that senior leaders engage upfront on any important change or improvement.*

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***“If the senior people in the organization take the time to participate it must be important!”***

***- Rick Adam***

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And so they did. Just a couple examples are: Wesley Hyatt, VP Customer and Partnership Strategy, who attended all of the Customer Service training she lined up (and helped design) for the ACS group, understanding that her presence showed executive commitment to improvement; Gary Hutchins, VP Customer Service Centers, who attended every single Customer Service Experience presentation for his Contact Center group, (sometimes up to three sessions in one day), demonstrating to his employees that they had his full support in implementing the improvements.

Over the years I have witnessed other examples of executives inspiring improvement and relating improvement to job responsibilities. A few years ago I had the pleasure of facilitating about 35 Awesome Claims Customer Service workshops for Plymouth Rock Insurance in Red Bank, New Jersey. I was quite surprised when Chief Claims Officer Rick Adam, along with all of his VPs and Directors showed up to the classes, and not only talked about the training, but each sat through an entire class as participants. Mr. Adam came to every class to kick off the sessions, and often stayed for the entire program to show support.

That was impressive enough, but I was quite stunned when Gerry Wilson, the President & CEO of Plymouth Rock Management Company of New Jersey, and Hal Belodoff, President and Chief Operating Office of The Plymouth Rock Company, each attended separate classes as participants, and even volunteered to do role-plays in front of the class. It was an incredible display of support for improvement, and showed the entire company how serious they were about customer service, and how it was everybody’s job, including theirs, to improve themselves.

I had to laugh when I heard that during one of the breaks, while in mid-discussion in the hallway about policy forecasting,

Mr. Belodoff said, “I’ve got to get back to class or else my team will lose points!”

When asked why he, the president and the CEO all personally attended the classes, Mr. Adam said, *“There is no more powerful way of conveying the importance of employees giving up time at their desks or in the field to attend a training class than witnessing executives giving up their time to learn as well. If the senior people in the organization take the time to participate it must be important!”*

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***“We prefer to lead more by what we do and how we do it, not by what we say, ensuring improvement among our staff.”***

***- Doug Poetzsch***

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One final quick example if you don’t mind. I am currently presenting Awesome Claims Customer Service training to 1,800 or so claims employees at ACE North America Claims and ESIS, Inc., part of ACE Group. Their Executive Vice President of Claims, Doug Poetzsch, told me that he wanted himself, and all of his executives, to experience the training personally, so they could relate its value and importance to their staff.

Along these lines, Mr. Poetzsch commented, “I would not ask claims professionals at ACE North America Claims to participate in a service training program, if me and my leadership team did not personally participate and buy in to the program. Accordingly, our senior claims management team participated in the first session, and as we sat through the session, we found that the customer service take-a-ways were as relevant to the senior team as they were to the balance of our employees. We prefer to lead more by what we do and how we do it, not by what we say, ensuring improvement among our staff.”

So, on a bright sunny day last year in New Jersey, Doug Poetzsch and his executive reporting team sat through a session themselves, doing role-plays, completing exercises, and practicing the skills they would be asking their staff to learn. During the training role-out, those same executives, such as Frank Murray, Sr. VP of claims for ESIS and Krista Glenn, Sr. Claims Officer for ACE, attended the training themselves again with their staffs to show support. No one attending the training had any doubt that they were going to be held accountable for putting the training to work, and that to improve was part of their job responsibilities.

Again, my point being, that if you want to drive up employee performance, start by inspiring them to improve themselves. The very best way to do that is to relate learning and improvement to their job responsibilities. Once people think it is their job to get better, they will do amazing things in order to do their job.

**Don’t wish for it. Don’t hope for it. Don’t pray for it. Insist on it. ■**

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