



## Welcome



*Welcome to our new client newsletter. We hope you enjoy this new way of keeping you informed about Criterion news and the HNW claims market. We have exciting plans for the future, which we'd like to share with our clients involved in the HNW space. So watch this space.*

In the meantime, please feel free to forward this onto your friends and colleagues.

*Mark Pierce*

Mark Pierce | Operations Director



## In the Spotlight

*We asked Chris Aherne, Claims Manager at Zurich Private Clients some quick fire questions about his role and loss adjusting.*

### **What do you do at ZPC?**

I manage a team of high net worth claim specialists based out of Manchester who deal with motor, property and travel claims for customers and brokers. I'm also responsible for operational and service delivery as well as setting the overall strategy for ZPC Claims.

### **What do you look for in a HNW claims adjuster?**

I look for an adjuster who is experienced in high net worth, knowledgeable, friendly, trustworthy and agile enough to work around bespoke customer needs. But above all else I look for an adjuster who is always looking for ways to pay a claim.

### **How does Criterion help ZPC?**

Criterion does all of the above but perhaps more importantly has been able to deliver for ZPC, consistently, for a very long time now. Coupled with a strong working relationship and good account management, Criterion deliver exceptional service for our customers at optimal cost.

### **Your Feedback**

We recently commissioned some research amongst our clients to uncover areas where we could enhance our service offering. A big thank you to all who took part in the research. Your feedback was extremely helpful and will assist us in shaping our proposition to ensure we provide you the best possible HNW claims service in the market.



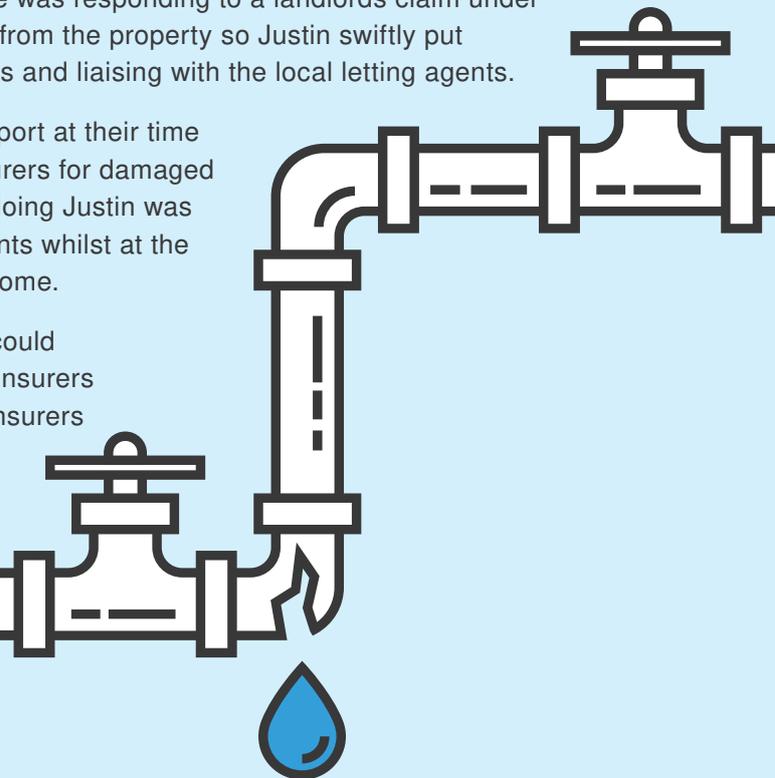
## A proactive approach to claims

*When escape of water occurs in a block of flats this can cause huge inconvenience to both tenants and the landlord. Often for these types of claims there are several insurers and loss adjusters involved handling building and contents claims for the different parties. This type of scenario can be time consuming, inhibit good communications and if not handled properly, increase an insurer's indemnity spend.*

Criterion adjuster Justin Boydell was confronted with this situation in July of this year when dealing with an escape of water in a block of flats in Norwich. Initially he was responding to a landlords claim under their property owner policy. Sadly the landlord was absent from the property so Justin swiftly put in place a plan of action, which entailed gathering estimates and liaising with the local letting agents.

Furthermore, Justin was able to offer tenants help and support at their time of need with making claims against their own contents insurers for damaged contents and also seeking alternative accommodation. In doing Justin was able to minimise disruption and inconvenience for the tenants whilst at the same time liaising with their insurers to ensure a swift outcome.

Justin's proactive approach meant repairs to the property could proceed quickly. What's more, there were clear savings to insurers whilst reducing the lifetime of the claim that delighted the insurers and broker involved. A great outcome and perhaps the benchmark for how to handle claims in blocks of flats?



### Interesting facts about Criterion

- Established : 2001
- Number of adjusters : 17
- Average value of claim handled: £41,500
- Compliment ratio is high at 5:1 (for every 5 claims we handle we get one compliment)

### Criterion Fact File

One of our adjusters, Robin Graysmark, is a big music fan and is a regular at Glastonbury. Robin has always been a huge admirer of Led Zeppelin and even named his son after the band, hence Robin's eldest is called "Jack Peter Zeppelin Graysmark". Luckily for Robin, over time Jack has also shared Robin's passion and has become a big fan of the band's music also!

### Click onto our new website

We have given our website a bit of a make over to help customers clearly understand how we add value to the claims process. So feel free to visit us at [www.criterionadjusters.com](http://www.criterionadjusters.com)