



Mark Pierce

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Welcome

Welcome to our latest Q1 2021 newsletter.

Firstly, I hope everyone had as good a Christmas as the current circumstances allowed. Here is to a brighter 2021 and hoping that we get back to some kind of normality soon. The insurance industry thrives on personal relationships and networking and here at Criterion we are looking forward to meeting many of you again in person at some point during 2021.

As we move into the New Year, the role of the loss adjuster in the HNW space has never been more important. More than ever HNW clients will seek the hands-on professional approach and experience of a skilled and experienced adjuster to handle their claim. We recognise the special attention HNW clients' demand. That's why we will continue to offer the highest levels of service for our broker and insurer clients whilst continuing to invest heavily in new and innovative process enhancements and digital offerings.

In the Spotlight

We asked Tony McNamara, Supply Chain Manager of Loss Adjusting at Aviva Insurance to share his thoughts on claims and the impact of covid-19

What do you do at AVIVA in particular for HNW claims?

I work in the Claims Supply Chain team responsible for managing the existing relationship between Aviva and Loss Adjusters across all business lines including HNW. My role is primarily to ensure our suppliers are focused on delivering great customer and cost outcomes for Aviva customers and managing supply chain risk. I work closely with our Procurement team, Claims and Trading to ensure that we have supply solutions that meet customer and business needs.

How has the pandemic affected AVIVA claims in the HNW space?

As with all claims areas we have faced new challenges around how we continue to be there for customers and brokers and help them navigate any extra barriers that the pandemic creates during their claim journey. The Aviva HNW team has provided an uninterrupted, high level of service for our customers as we moved to homeworking - this being reflected in the team's recent nomination for a Broker's Choice Award. From a Supply Chain perspective, the main difference has been the increased use of digital technology to complete visits during lock downs.



What is the future for loss adjusting when handling HNW claims?

The increased flexibility and willingness to adapt will be essential, especially as we continue to deal with all the challenges that the pandemic creates. Ensuring this is coupled with the very high level of service that our customers and brokers expect (and deserve) will allow adjusters of the future to win. Technology will play a growing role in the claims process, for example allowing customers to self-serve more and greater use of video technology, in the right circumstances. In addition, insurers increasingly need adjusters to be able to clearly demonstrate their value to the claim process both in terms of service and controlling cost.

How does Criterion help AVIVA?

Criterion helps Aviva by taking ownership of their claims. Having the confidence to make the right decisions and do the right thing means that customers and brokers then have confidence in the outcomes provided and allow smooth claim journeys. Criterion delivers an excellent claim service for Aviva with very low number of complaints.



Breaking News

Criterion to enhance capability in Ireland

As a result of increased client demand we are now in the final stages of recruiting a new adjuster to handle claims across the whole island of Ireland. This is an important area for Criterion, and we are hoping to make a formal announcement in the early months of 2021.



Joanne Goldsmith, who joined Criterion last August, explains how she plans to enhance the service clients receive from 2021

What's your role at Criterion?

I joined Criterion as Support Team Manager in August to manage the team that provides dedicated support to our loss adjusting colleagues and a high-quality service to our clients. After an initial induction at the office with just 3 team members, I've been working predominately from home. With a team of 15 support staff all working at home too, my onboarding might have been more challenging had it not been for the support and professionalism of the team. In particular my Assistant Manager, Charlotte Wignall has been a huge support, providing insights into the claims management process from receipt through to closure.

Tell us about your background?

I've been in Customer Support Management for several years, most notably with one of the world's largest manufacturer of specialist equipment and supplies. In my role in the International Division, I managed Customer Service teams in the U.K., Warsaw, Moscow and Dubai. We traded in over 50 markets with varying cultures, restrictions and demands and I thrived on the diversity and constantly changing conditions in which we operated. Visiting customers, building relationships

and initiating continuous improvement programmes to ensure we kept our competitive advantage was always a priority for me.

What are your goals for Criterion in 2021?

I've been thoroughly impressed with the Support Team at Criterion. They are dedicated to providing the best level of support to internal and external customers. We are currently implementing a change programme to ensure we are in the best position to meet the demands of our customers and adapt quickly to technological advances and continued growth. I want to ensure the team here have every opportunity for personal development through a full training programme and first-hand exposure to the world of loss adjusting.

What are your interests outside of work?

I love international travel. I've travelled extensively in Europe, the Middle East and Africa for business but my real passion is for Road Tripping in the U.S.A. I've covered some 41 states to date from the majesty of Utah and Arizona to the quaint towns in Arkansas and Alabama through to the beauty of the Florida Keys. I aim to continue my quest to cover all 50 states just as soon as possible and become a member of the All Fifty Club!



Did You Know that in 2020 Criterion...?

- **Has undertaken over 3,000 site visits travelling the equivalent of almost 8 times around the globe in the process**
- **As a result of Covid restrictions, undertook almost 7% of all site inspections ‘virtually’**
- **Has settled claims valued at over £50m**
- **Has received 443 unsolicited compliments (circa 37 p.c.m)**
- **Achieved a satisfaction rating of 19.4 out of a 20 on our customer questionnaires**
- **Still has the largest wholly DEDICTATED High Net Worth adjusting team in the UK**