



Welcome

Firstly, I hope everyone had a good Christmas.

2021 was another challenging year as a series of weather events and the ongoing pandemic tested loss adjusters across the UK. Criterion tackled these issues head on and our performance throughout the year has been overwhelmingly good based on feedback from policyholders, brokers and insurers.

Looking ahead to 2022, Criterion will continue to invest in our people, systems, infrastructure and processes to ensure we continue to provide the best possible HNW loss adjusting offering to our clients. This will also include an enhanced digital solution, enabling policyholders to access the progress of their claim in real time. We will let you know more over the coming months.

Best wishes for the New Year!

Mark Pierce

Mark Pierce | **Operations Director**

Storm Arwen response

In late November, thousands of households were hit by Storm Arwen, which brought 98 miles per hour winds causing power cuts and travel disruption across the UK. This was a challenging storm event as many properties affected were located on coastal and higher ground. Criterion handled over 60 Storm Arwen related claims, many of which were in remote locations, where there was a lack of power; limited access and daylight hours were short. Once again the performance of our adjusters has been highly praised by policyholders, brokers and insurers.





In the Spotlight

Helena Evans, our Head of Specialist Services was recently appointed as President of the Chartered Institute of Loss Adjusters. Helena shares her thoughts about her new role.

What are your goals as CILA President?

To promote the value an adjuster adds to the handling of a claim and continue advocating the importance of our qualifications to members. I also want to encourage a more diverse range of individuals in the profession, particularly reaching out to the younger generation. By targeting the young, we can maintain our pool of adjusting talent as senior adjusters retire. In doing so, we can ensure that there is a healthy succession planning capability in place for our profession as new and younger adjusters come to the fore.

What are the key challenges facing the loss adjusting profession?

Clearly technology is now a massive part of the adjuster's world, but there are two constants that never change which to me are the most important skills of an adjuster - technical expertise and the people skills. The pandemic has highlighted more than ever, that while we need to embrace technology, nothing can replace the benefit of face-to-face interaction with people and the human touch. The use of technology through the pandemic has been vital. However, it has also demonstrated the need for adjusters to be on site on certain claims. This was reflected by the number of clients who asked for site visits as soon as restrictions were lifted and so moving forward, we need to ensure we use the most appropriate method for handling each individual claim.

How can CILA help attract younger people into loss adjusting as a great career?

Through the CILA Future Focus group which consists of young adjusters nominated by adjusting firms as rising stars. The group work on a new project each year, which helps to encourage and attract the younger generation.

We will also be speaking in schools rather than just targeting graduate level students to encourage social mobility. The

message is that you don't need to be at graduate level to enter the adjusting profession. I have recently participated in a virtual careers day, speaking to 175 Year 9 students to explain what loss adjusting involves and how rewarding a career it can be.

How would you summarise your career in loss adjusting to date?

I started my career in adjusting at nineteen. It is such an interesting career, no two days are the same and until someone opens that door you don't know the situation you will be faced with. What motivates me is fixing problems, helping people and understanding what makes them tick. I have always pushed myself outside my comfort zone, and gone for every opportunity. In doing so, I've encountered many wonderful and varied experiences including Cat work in Antigua.

It is an absolute honour that I have been elected CILA President especially as the second female in 60 years. I hope my story inspires others to listen to the advice and encouragement I have been given throughout my career 'believe in yourself and you will achieve' even if you don't believe it at the time'.





Safety in numbers

Criterion has a track record of exceeding customer expectations and insurers and brokers are constantly acknowledging this. The numbers below help to illustrate how Criterion stands out from the crowd when it comes to performance.

Did You Know that in 2021 Criterion...?



Has undertaken nearly 3,000 site visits travelling the equivalent of 7 times around the globe in the process



Has settled claims valued at over £48m



Has received 430 unsolicited compliments (circa 36 p.c.m)



Enjoyed a satisfaction rating of 94% on our customer questionnaires



Achieved a 'justified complaints' ratio of less than 1%



Increased the team to 20 adjusters



Still has the largest wholly DEDICATED High Net Worth adjusting team in the UK



Diane Rosser



Georgie Finch

New faces

We are delighted to welcome two new members to our central support team.

Diane Rosser has joined as Support Executive in our Adjusting Support Team and **Georgie Finch** has joined our Support Team as an Administration Assistant