



GRAHAM
GUIDANCE

Residual emotional imprint

CLIENT STORIES



The Situation:

- Elizabeth is in her 60's
- She was involved in a motor vehicle accident while driving with her ill husband
- She was stressed with the demands of caring for her husband while tending to her own injuries
- Because the initial claims process was a negative experience, she considered leaving the insurer

Model depicted is not the actual client.

Elizabeth's Story

Empathetic Response:

- The adjuster referred her to **The Client Assistance Program**
- Our Client Assistance Counsellors contacted her and began telephone counselling sessions

What We Did:

- **Debriefing:** We discussed Elizabeth's thoughts, feelings and reactions following the accident
- **Planning:** We explored support options for her husband while she recovered from her own injuries
- **Stress Management Education:** We helped her understand her reaction to the accident and equipped her with the tools to manage her stress

The Result:

- Elizabeth's stress level decreased dramatically
- Because of her improvements, she decided she did not need to complete the application for benefits
- **After completing our program, she felt validated and taken care of. Now she actively promotes her insurance company to friends and family**



The Situation:

- Joe is in his 30's and resident of Ft. McMurray
- He called our emotional support number thinking he was going to reach his adjuster
- He realized that he dialed the wrong number, and indicated that he was fine and coping well emotionally
- However, he started to describe his experience and suddenly he began to cry

Model depicted is not the actual client.

Joe's Story

Empathetic Response:

- Insurance company sent Joe an email expressing their empathy and offering the Client Assistance Program

What We Did:

- **Debriefing:** We discussed the evacuation including his reactions at the time, the stress he encountered and his current emotions and thoughts
- **Stress Education:** We helped Joe to understand his reaction and symptoms of stress
- **Stress Inoculation:** We outlined strategies to manage his stress while away from home, out of his routine and for his stress about re-entry

The Result:

- Joe laughed and said it was the best wrong number he ever dialed!
- He indicated that he wasn't even aware of how stressful this had been for him until he began talking about it

Client Quotes

"Lady (adjuster) was so nice-she gave good recommendations. Thank you so much for calling me, it was really good."

4/29/2016 11:21 AM

"I already have recommended [Insurer] to others!"

4/19/2016 10:42 AM

"Rochelle was fabulous. I was very pleased when she offered this service. I think [this service] is a great idea."

4/15/2016 3:27 PM

"It is a really important to provide this service to their clients. The car might be totaled but it is the client themselves that they should be providing support to. Mental health is so prominent these days that it is going to affect you. Having this support and awareness is huge."

4/14/2016 11:21 AM

"Counsellor was very nice and helpful, gave good tips, enjoyed speaking with her."

4/13/2016 8:44 PM

"Having the emotional support relaxes you and puts your mind at ease. It is a wonderful program".

4/11/2016 3:02 PM

"Definitely an insurance company I would recommend. Having the call from Graham Guidance so soon after speaking with the insurance company was so nice. Having someone to talk to has been such a huge help. Thank you."

4/11/2016 9:21 AM

"I think it's really helpful to have this [emotional support] service."

4/8/2016 3:42 PM

"This has been very helpful and I'm glad [Insurer] arranged for me to talk with you. I love the website!"

4/8/2016 8:24 AM

"I already recommend [Insurer] to others! This service helps a lot. There are people who really need it, especially if they have no one to talk to."

4/3/2016 12:16 PM

"I feel like the insurance company has my back. They've made this an easy process. I think this service is VERY important, especially for people who don't have other coverage. Thank you for helping my family!"

3/11/2016 5:25 PM

"This is a great service. Mental illness or anything with distress...we live in this world that is so driven. Mental health is not something that is understood. To have this is so nice to know that your on tract. It's a brilliant service. Having mental health awareness makes a nicer society."

3/31/2016 2:46 PM

"I think this is important work that you are doing. It has been very helpful for me."

3/29/2016 3:37 PM

"I thought of your service as a light at the end of the tunnel."

3/12/2016 12:07 PM

"It was fantastic."

3/9/2016 9:15 PM

"I'm really happy with [Insurer]. They handled things very well, and the process went smoothly. They recommended very good people along the way to help, including the auto body shop and your [emotional support] service. I was surprised they had this service, but very I'm very glad they did. It is important to understand the emotional side of things."

3/9/2016 2:28 PM

Client Quotes: Promoters

"I think this service and support is amazing. I told people at work about and they were like 'wow! Who are you with?'"

2/3/15

"Well I was very surprised at how helpful this service was. I only accepted it to humor my insurance company but really it is a very important service. And I have told other people about it who had similar experiences and they wished they had been offered a similar service."

2/27/15

Client Quotes: Connected

"I'm very happy with the insurance company. It's really good to have access to counselling because it helped me in dealing with my anxieties after the accident -I have already recommended my insurance provider to family members!"

5/26/2015

"I think its an important service. And it might not be something everyone needs but I think it was great that they offered it, and every insurance company should offer this service."

3/3/2015

Client Quotes: Return Function

After 1 session "I am sleeping better and feeling much better."

1/30/2015

"Our talk really helped to reduce my anxiety and intrusive symptoms a lot."

1/30/2015

"Before I talked to you I was ready to give up driving. It really helped to talk and hear that what I was going through was normal and to get recommendations/strategies that helped me turn off my anxious mind."

5/6/2015

Client Quotes: Value

"The insurance company has been really good to me -I would never want the insurance company to stop offering this service. It has been so helpful!"

6/10/2015

"I found this service to be really excellent. I didn't even know this existed and I found this was very helpful. I know you helped me and I thank you."

4/7/2015

"Really grateful that this service was provided, because I don't think I could have gotten over this on my own."

3/13/2015





“Insurance customers say service is uninspiring.”

Insurance Business June 5, 2015

Clients who have participated in our program say:

“It was a pleasant surprise and amazing that the insurance company added this bonus feature.”

2/20/2015

“I found this service to be really excellent. I didn’t even know this existed and I found this was very helpful. I know you helped me and I thank you.”

4/7/2015

Only one third considered their experience with their insurance company to be good.

Insurance Business June 5, 2015

85% of clients who have participated in our program say that they are VERY happy with their insurer experience.



...insurers risk losing trust by failing to embrace the shift towards personalization of customer experience...

Institute of Customer Service, Jo Causon June 2015

95% of Insurance Clients who have completed our program indicated they believe an emotional support program is VERY important after a claim.

To grow market share, insurers need new customers. But for the balance sheet, retention has a much larger impact.

Bieck, Tjioe, et. al Institute for Business Value, June 2015

After making a claim, 90% of clients who have participated in our program state that they are VERY likely to stay with their insurance provider.

