



GRAHAM
GUIDANCE

why emotion matters

IN THE INSURANCE
CLAIM PROCESS

We are of 2 minds

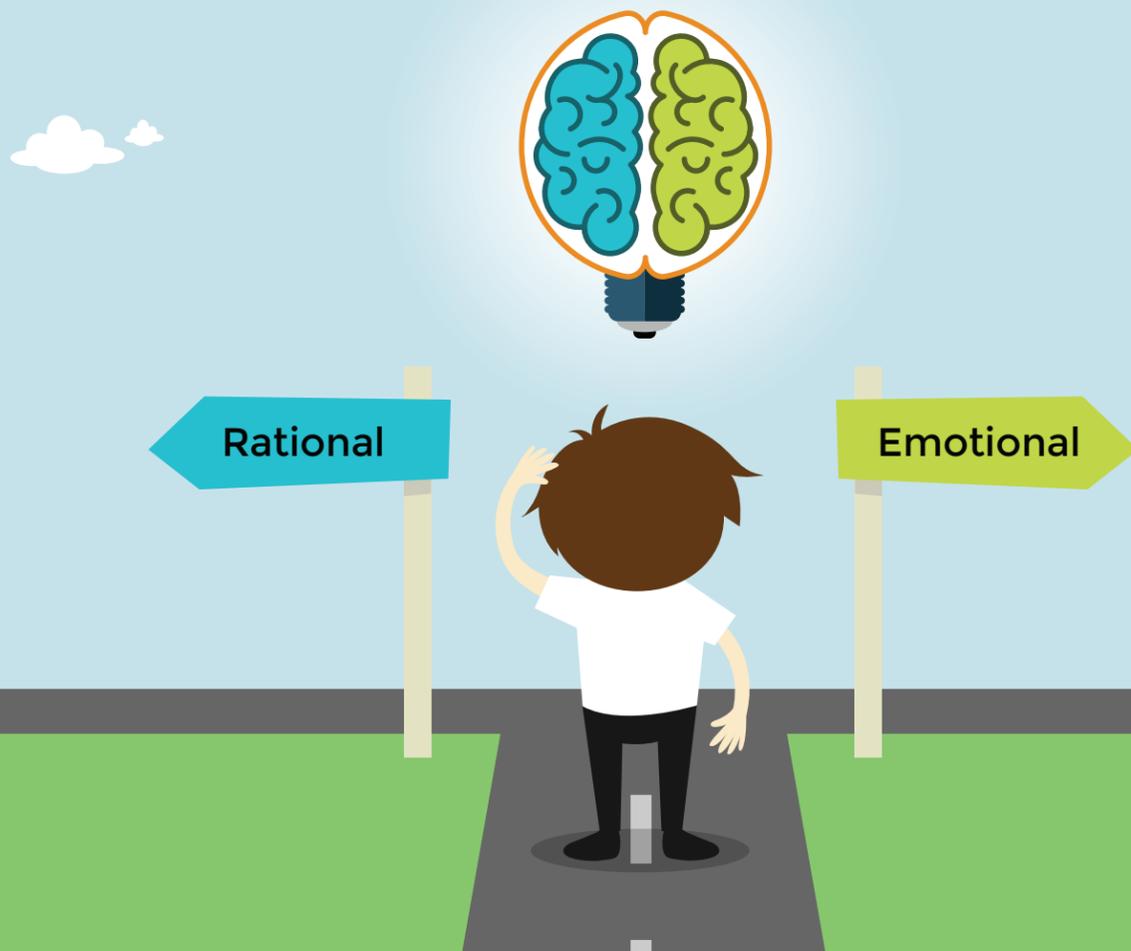


We process information through either our rational brain or our emotional brain.

Human decisions and value judgments are made from the emotional center of our brains.

We address emotion to create raving fans of your brand.

We use psychology to help you connect with clients and positively influence the emotional indicators that lead to trust and loyalty.



Emotion drives positive client experience.

Address emotion to change client behaviour.

Research shows three behavioural drivers encourage client loyalty/NPS:

1. Success: the degree to which the client met their goals

2. Effort: the work required by the client to accomplish their goals

3. Emotion: how the client felt about the experience

Most insurance companies focus their client experience initiatives on addressing the behavioural drivers that account for Success and Effort. These efforts are reflected in initiatives to improve efficiency and shorten call wait times. Yet Emotion is as large a driver as the other two combined and it remains unaddressed.

Research studies cited 1, 2, 3



1. Shaw, C. (2007) The DNA of Customer Experience: How Emotions Drive Value. New York, Palgrave MacMillan.
2. Fleming, J. Asplund, J. (2007) Human Sigma: Managing the Employee-Customer Encounter. Gallup Press.
3. Temkin, B. "Emotion- Infused Experience Design: Best Practices for Creating Interactions that Deeply Engage Customers" June 1, 2016.

Emotionally Satisfied vs Rationally Satisfied

Emotionally Satisfied customers buy more products, spend more money and stay longer with a business.

Rationally Satisfied customers behave no differently than customers who are dissatisfied! Even though they claim to be extremely satisfied! They were just as likely to close accounts, to not spend etc.

It is therefore essential that the Claims Reps set the emotional tone and affect how a client feels about their interaction.

The client needs to leave the call feeling cared for and that they matter.

Rationally Satisfied: When functional requirements are met – quality, efficiency, effort... can be extremely "satisfied"

Emotionally Satisfied: Extremely satisfied with the product or service and have a strong emotional attachment to the company

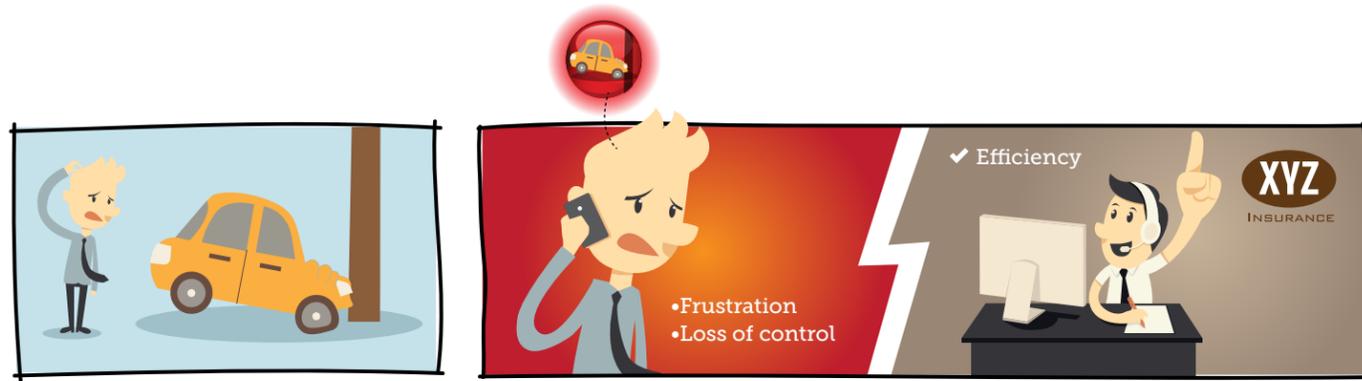
Study of financial industry found in: Fleming J., Asplund, J. (2007). Human Sigma: Managing the Employee-Customer Encounter. New York. Gallup Press.



The Psychology of a Claim With A Customer Service Paradigm: Focus on Efficiency

VS

The Psychology of a Claim With The Client Assistance Program: An Empathetic Claim Solution



Stewart has had a stressful event.

He calls his insurance company in an emotional state of frustration and a loss of control. He is greeted by an adjuster who is eager to process Stewart's claim as efficiently as possible. However, Stewart's emotions go unchecked.



Stewart has had a stressful event.

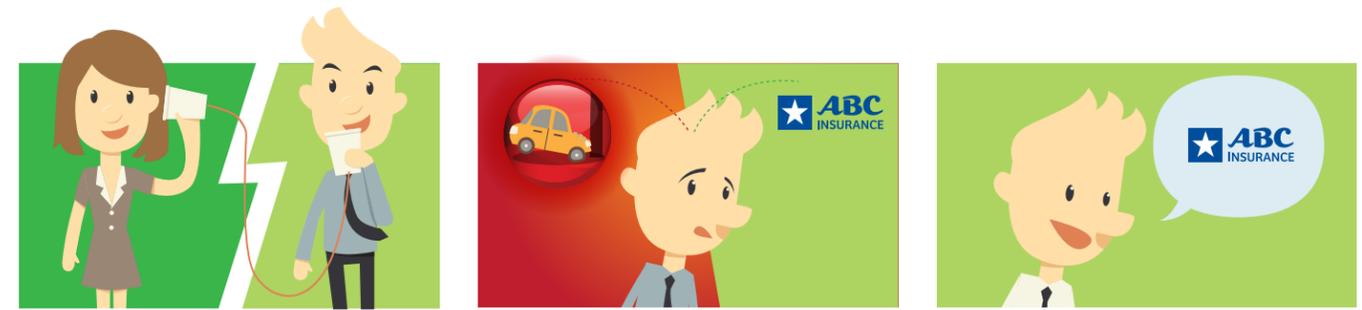
He calls his insurance company ... this time he is greeted by an emotionally intelligent adjuster who has been trained on empathetic response. The adjuster acknowledges his emotion and offers help through the CAP. This disarms Stewart and positions ABC Insurance as a 'helper'.



Stewart's unchecked emotions lead him to look for evidence that his insurance company is contributing to his negative mindset.

His negative emotions from the car accident have now spilled over to include XYZ Insurance in his negative mindset.

75% of claimants who choose to leave their insurance company after a claim do so because of how they felt treated – not because of inefficiency.



Stewart's accepts the offer, and connects with a CAP counsellor who helps to compartmentalize Stewart's experience, and provides a road map to further recovery.

Stewart has compartmentalized his experience of the stressful event from his experience with ABC Insurance.

Stewart has become a raving fan of ABC Insurance. He is now armed with a narrative of how ABC Insurance was there for him when he needed help. He feels an emotional connection to ABC Insurance.

Result:

Client will not remember the call wait time, or the efficiency of the claim. When negative emotions are left unchecked they begin to envelop the insurance company.

Result:

Client remembers feeling cared for by his insurance company. He is left with a narrative that he can relay to friends and family when recommending his insurance company.

Sympathy

VS

Empathy

The Client Assistance Program allows you to express an empathetic response to all of your clients, while only serving the 5% that accept the service.

5%

of clients will accept the help.

100%

will view you as 'helpers'.

Clients that decline the service will still view you as helpers. They will be armed with a narrative that you were there for them when they needed help.

Sorry this has happened to you.
Let me process your claim as quickly as possible.



Sorry this has happened to you.
I'd like to offer you some help. We have a Client Assistance Program...





Break away

from a 'Sea of Same'

**Impress Your Clients With
Emotional Intelligence.**

THE CAP

Client Assistance Program

Start addressing client emotion now.

Short-term, Fast & Effective Emotional Support

Our **Client Assistance Program** is a proprietary 2-session model conducted by professional counsellors, who work to get clients back to function as quickly as possible.

The 2-session model ensures that we focus our efforts on the current issue at hand without delving into unrelated and/or pre-existing issues.



360° Empathetic Claims Solution



1. Training

We train your adjusters to express an appropriate empathetic response.



3. Phone Counselling

CAP Counsellors contact your clients and provide up to two phone-based sessions.



2. Live Scheduling

Adjusters refer clients to the CAP via an online live scheduler.



4. Online Resources

All clients receive instructions and access to our self-guided online resource center.



grahamguidance.com T 1-866-974-2424

509 COMMISSIONERS ROAD WEST, SUITE 309, LONDON, ON N6J 1Y5