

## CASE STUDY

# CAT Plan Enables Customer Satisfaction and Retention



### Challenge

After two consecutive active hurricane seasons in 2010 and 2011, an established Homeowners insurer needed a partner to help them plan for the 2012 season and provide support during any storms.



### Solution

Before hurricane season, the insurer engaged Activer for **Catastrophe Planning & Management services**. Activer started by creating a CAT Plan with the carrier which included workflow documentation, business continuity, training manuals, and call scripts. As was expected, the 2012 season was active. Hurricane Sandy wreaked havoc on the Mid-Atlantic region and parts of New England in October 2012. The insurer's plan was put into action to optimize their response to their customers during this catastrophic event. Training was conducted before the event, which enabled a team of 20 employees to assemble immediately with an altered work schedule to double the capacity to accommodate call volume. A senior adjuster was on site for the duration to provide assistance and support. During the first days of the event, the insurer lost power, and Activer stepped in as their primary office handling all calls until they were back online. Activer monitored the storm and associated events, as they were happening, in order to make the appropriate adjustments to fully support the customer. Following the event, Activer provided additional support to handle ongoing claims questions, FNOL reporting, and follow up with adjusters



### Results

The insurer realized improvements in customer satisfaction and retention as well as significant cost savings of over \$500K for this single CAT event.

### Challenge

- Improve Efficiencies
- Manage Expenses
- Ensure Positive Customer Experience

### Results

- Significant Cost Savings
- Customer Satisfaction & Retention
- Positive Brand Recognition

### ROI

- Over \$500K savings for one CAT event

## Ready to Learn More?

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