



Endsleigh

Rescue Lens – Delivering Claims Innovation



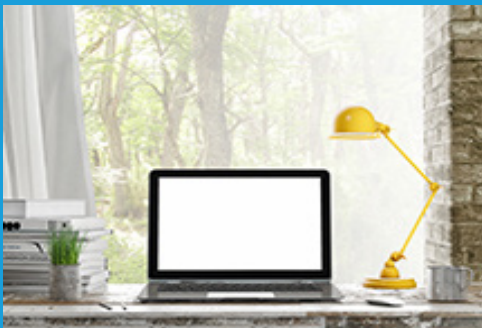
INDUSTRY: Insurance

HEADQUARTERS: Cheltenham, UK

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“Making a claim is the first time our customers will test the quality of our service and for many of them it is their first insurance policy. We constantly seek claims solutions and new innovations to deliver our customer needs. Rescue Lens has proven to be the ideal tool for helping us deliver the kind of fast, convenient claims process our customers want and helps retain loyalty with our brand.”

— **SIMON POWELL**, *Claims Operations Manager for Endsleigh*



CHALLENGE

Endsleigh is the UK’s leading provider of insurance to students, graduates, and young professionals, providing home, gadget, travel, motoring and landlord policies. Endsleigh found that one area that was of particular priority for customers was the time taken to settle claims for prized possessions. Collecting the information needed to validate and settle claims proved time-consuming, from simple claims requiring photo or receipt evidence to more complex claims requiring a customer visit by an Endsleigh Loss Adjuster. Customer satisfaction decreased as claims dragged on, and even further if the customer was not informed about the progress of their claim. Endsleigh realized that the right technology could make the process more efficient while delighting their customers.

SOLUTION

The features and functionality of LogMeIn Rescue Lens, were a perfect fit and Endsleigh saw its potential for streamlining their claims life cycle and improving the experience delivered to their customers by settling claims quicker. Using Rescue Lens, Endsleigh is now able to settle certain claims at initial point of contact as part of their “one-touch” claims process. Loss Adjusters can securely capture evidence required to validate claims without travelling to customers’ homes or waiting for documentation to arrive by mail. Utilising Rescue Lens within the claims process has resulted in very happy customers as proven in their market leading NPS scores, significant operational cost reduction and contribution to environmental targets. As Simon Powell Claims Operations Manager for Endsleigh states, “our handlers have found it really useful to be able to ask questions, explain what’s covered while seeing what the customer sees”.

RESULTS

Since initiating a pilot program with Rescue Lens, Endsleigh has been able to:

- Hugely increase the proportion of “one-touch” settlement cases — claims that can be settled on the initial call — compared to a typical turnaround of 5-days without using Rescue Lens.
- Claims handlers can securely capture evidence required to validate claims without waiting for documentation to arrive by mail. Rescue Lens has also been deployed into Endsleigh’s Loss Adjusting operation, TCS Loss Adjusters Ltd, who are using this to validate low value building and contents claims without travelling to customers’ homes.
- Consistently achieve NPS scores of 10 in their customer insight programme which surveys customers after settling their claims for gadgets in cases where Rescue Lens was used.