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12 January 2015

Crawford & Company UK wins at *Insurance Times Awards 2014*

Winner of Business Partner of the Year and Training, Excellence & Impact Award

London – Crawford & Company UK has won two industry awards at the 2014 *Insurance Times Awards*. One award was in the category of Training Excellence & Impact – Business Partner, and the second was Business Partner of the Year. Sponsored by the authoritative industry magazine the *Insurance Times*, the awards recognise the greatest achievements in UK general insurance over the previous 12 months. All entries were independently judged by a panel of industry experts, or voted for by industry professionals in the sector.

The judges were particularly impressed with a new method of structuring client work adopted by Crawford, which was the foundation for both awards. Crawford's new approach entailed revising all the administrative, operational and technical processes in its claim management business to reflect the highest priority needs of customers. The method has resulted in faster settlements, increased customer satisfaction and higher engagement for employees.

The updated work flow processes have also unified employees and clients in collaborative working, challenged employees to learn new skills and encouraged open and frank discussion between all parties. This has transformed the claims experience for Crawford's customers and strengthened both its brand values and those of clients such as Aviva, who were its partners in the Business Partner of the Year Award.

Greg Gladwell, Crawford's chief executive officer for UK & Ireland, commented, "Through analysing what matters to customers, we identified a need to boost the training provided to employees and give them greater technical knowledge to deal with issues such as subsidence. This training has energised the claims handling process more than we could ever have expected."

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Kelly Robson, head of Commercial Claims (Motor & Property), Aviva, said “We have worked closely together with Crawford to share expert technical knowledge that enables us to handle simple subsidence claims ourselves and leaves Crawford to focus on improving the delivery of solutions for more complex claims. The feedback from customers has been fantastic and demonstrates the commercial value of a true supplier partnership.”

Gladwell continued “Aviva have been very supportive, and that allowed us to demonstrate to the Judges that when you work towards a common goal it is easy to add value, settle a claim quickly and improve the customer’s experience.”

About Crawford

Based in Atlanta, Ga., Crawford & Company (www.crawfordandcompany.com) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford Solution™ offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company’s shares are traded on the NYSE under the symbols CRDA and CRDB.



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