



WeGoLook
100 N.E. 5th Street
Oklahoma City, OK 73104



Media Contacts: Nancy Hamlet
Crawford & Company
nancy.hamlet@us.crawco.com

Tim Wall
WeGoLook
tim.wall@wegolook.com

FOR IMMEDIATE RELEASE

On-Demand Workforce Solutions Provider WeGoLook® Launches Innovative New Assisted Self-Service App

Combination of technology and people creates end-to-end solution to deliver quality, accuracy and speed

Oklahoma City, Oklahoma, October 3, 2017 -- WeGoLook®, an on-demand workforce solutions provider and subsidiary of Crawford & Company®, today announced the launch of its newest product, the YouGoLook™ self-service mobile app. Through the YouGoLook app, WeGoLook offers a market-leading assisted self-service solution, empowering businesses to turn their own employees, customers and other groups into an on-demand workforce to gather and validate information anytime and anywhere.

WeGoLook's business has centered around providing on-demand services (called 'Looks') to businesses and individuals through its vast network of over 30,000 independent contractors, known as Lookers®. However, with YouGoLook, the company is now allowing its customers to leverage their own workforces in situations where the services of Lookers aren't required.

With a flexible architecture, the YouGoLook app can be adapted to most any need. The product will allow insurance policyholders to submit their own damage photos when filing auto or property claims. Beyond insurance, it has a wide range of uses including enabling auto owners to submit photos and information needed to secure an accurate trade-in value, deploying employees to complete audits of vehicle fleets; validating compliance with corporate policies across a widely-distributed organization; gathering any type of in-house documentation across a distributed enterprise; and more.

"Every company has under-utilized resources that could be put to better use," says Robin Smith, CEO and co-founder of WeGoLook. "Customers and employees can gather and validate significant amounts of data when given the tools to do so. Now, with the YouGoLook app, these resources can submit their own images, videos, reports and other critical pieces of information directly, saving even more cost and more time."

To ensure success for its customers, WeGoLook is tapping into its vast Looker network and well-established central operations team to support the assisted self-service solution. Through this model,

WeGoLook stays engaged with the Look every step of the way, ensuring that every user completes their Look. If needed, WeGoLook will send a Looker to assist in the process.

In this way, the YouGoLook app complements WeGoLook's existing model, giving companies more choice and giving users an experience not possible through other providers.

"The success of a self-service application depends on the user's ability and willingness to complete the tasks assigned," said Smith. "Through our assisted self-service approach, we don't leave anything to chance. We deploy resources to see each assigned Look through to completion and take all of that work off of our customers' desks. This ensures success and creates an unmatched customer experience. It also ensures that our customers receive consistent, quality data every time -- and it's only possible with YouGoLook."

Crawford's commitment to stay at the forefront of the insurance claims industry is evidenced by the creation of Crawford Innovative Ventures, an entity that enables Crawford to invest in strategic acquisitions and partnerships. In January 2017, Crawford Innovative Ventures acquired a majority interest in WeGoLook. Crawford and its clients now leverage WeGoLook capabilities on high frequency, low complexity claims for both property and auto claims, reducing claims handling fees and increasing speed of response.

"For the insurance sector, the YouGoLook solution not only enables reduced claims cycle times and lower administrative costs, but it will have a positive impact on policyholder satisfaction," said Harsha V. Agadi, president and CEO of Crawford & Company. "YouGoLook is one component of our TruLook™ program that will be rolled out later this year and will enable Crawford and its customers to more cost-effectively triage claims according to complexity and needs."

About WeGoLook

Founded in 2009, WeGoLook combines technology with an on-demand workforce of over 30,000 Lookers to help businesses and individuals gather and validate information anytime, anywhere. From simple inspections to enterprise solutions, WeGoLook's products build confidence in consumers and empower businesses to improve efficiencies while lowering costs. In 2017, a majority stake was acquired by Crawford & Company. For more information, please visit wegolook.com.

About Crawford & Company

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is the world's largest publicly listed independent provider of claims management solutions to insurance companies and 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. More information is available at www.crawfordandcompany.com.

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