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Shaun Kelly, Head of Business Solutions EMEA, Crawford & Company

*power to you*



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**Crawford & Company is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured organisations. Across the UK and Ireland alone, it has 27 locations and employs 1,400 people.**

The company operates in an industry where client expectations are high due to the large sums of money that are often involved in claims management, especially relating to catastrophe response and business interruption. It means employees need to work closely with customers at all times to give them the best possible level of service and support.

Reliable and flexible communication remains critical to the task of successfully dealing with claims. For example, Crawford & Company has to provide clients with detailed information quickly so they can make vital cost assessments rapidly.

Thoroughness at this point is crucial because every piece of data that is captured can have a financial consequence and an impact on the final settlement.

### Meeting demanding standards

To help deliver superior customer service, Crawford & Company has digitised many paper-based processes over the years and given employees some of the latest smart devices for flexible working.

From the outset, the company wanted to work with a communications provider that offered the network strength and technology to meet the demands of its business.

Shaun Kelly, Head of Business Solutions EMEA at Crawford & Company, says: “We looked for a service provider that understood our business thoroughly and delivered good value, plus reliable services and support. It would help us to achieve our mission to be the service provider of choice by delivering the highest quality claims solutions.”

Crawford & Company chose Vodafone for its communications needs because it best met its selection criteria. “A provider that,” according to Shaun, “offered a compelling mixture of reliable, high-quality voice and data services.”

### Flexible working solutions

Today, employees use a range of fixed line and flexible working solutions from Vodafone to help them meet the exacting expectations of customers. They can work successfully anywhere, from the office, home, or while on the move using mobile phones, BlackBerry™ devices or Mobile Broadband for Business connections on their laptops.

With these flexible devices, employees can respond to calls or emails and access data from any location. There is also less risk of missing calls or emails, or losing access to important documents when they leave their desks. Shaun says: “Mobile access to calls, email and data is helping us to deliver better services to customers, improve communications and increase our productivity.”

Loss adjusters also use the Vodafone network to connect their Tablet PCs wirelessly to the company's central servers. These devices have been a cornerstone in the organisation's move to digital solutions and giving clients detailed information on claims quickly.

Crawford & Company developed the solution, called Delta, so adjusters can gain real-time access to the most up to date information while in the field - and can start completing initial steps in the claims process as soon as they arrive on site. The Tablet PCs have built-in SIM cards so they can connect to the Vodafone network straightaway.

As Shaun explains, “Within hours, we can provide a client with data that will give them an accurate picture of the likely cost of any claim.”

The company has also reduced the demand for office space, partly because employees no longer have to sit behind a desk to deliver their business goals. “We can make significant savings on office space because employees can work effectively from any location,” adds Shaun.

Many employees have found it possible to achieve an essential work and life balance by having the tools to work at a time and in a place that suits them best. For example, using their BlackBerry devices they can make calls or respond to emails in brief moments between meetings, helping them achieve more in normal office hours.

The range of Vodafone solutions continues to evolve with the needs of the company. Recently, a number of senior executives started taking advantage of Sure Signal from Vodafone to strengthen network signals in their homes. “It enables them to work well from home when they need to, whereas previously signal strength was an issue,” explains Shaun.

## Significant benefits

- Customer service standards have improved even further as field staff can manage claims more quickly and efficiently, thanks to reliable connections to central systems 24/7
- Within hours of arriving on site, staff can provide clients with data that will give them an accurate picture of the likely cost of any claim
- Overall productivity has increased as employees can now operate just as effectively away from the office, thanks to the communications tools provided by Vodafone
- There is a much reduced risk of employees missing calls or emails, or losing access to important documents when they leave their desks
- Demand for – and the cost of – office space has been significantly reduced with employees much less reliant on a desk and able to work effectively from any location
- Employees find it easier to work at a time and in a place that suits them best using the flexible working solution from Vodafone

