

NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Introduces New Customer-Centric Approach to Claims

Cambridge, ON April 15, 2019: Gore Mutual is proud to introduce ClaimCare, its new customer-centric approach to claims.

When creating ClaimCare, the insurer worked with Overlap Associates to conduct extensive research in order to map out the customer claims journey and experience. The Kitchener-based consulting firm uses human-centred design to help organizations make headway on the problems that matter most to them.

“Mapping the customer experience from a claims perspective was essential,” said Neil Weir, Vice President of Claims at Gore Mutual. “It allowed us to gain a better understanding of both our customer pain points and the things we were getting right in the claims process. Ultimately, it led to a service design that will allow us to take care of our customers the way they want from beginning to end.”

Also engaging its customers, brokers and service partners in the process, Gore Mutual was looking to improve on its impressive 97% customer satisfaction rating by developing a new and industry-leading approach to its claims service.

“It’s not enough to say that we’re really good at claims,” said Weir. “The mix of changing consumer demographics and service expectations being driven by technology and other innovations are forcing us to constantly adapt to meet rapidly increasing customer needs. The customer has to be at the centre of every decision we make.”

ClaimCare, Gore Mutual’s resulting claims blueprint, includes things like lifetime guarantees and a claims tracker that provides regular status updates to customers, brokers and other service providers so that there are no surprises in the claims process. Informed by pain points in the customer journey research, the new service also includes a ClaimCare Concierge to answer inquiries and resolve coverage issues when one of the company’s ClaimCare Advisors are unavailable so that they are no gaps in service.

Other feature highlights include the ClaimCare Mobile Response Team and Mobile Response Centre. Designed in response to climate change, both the team and corresponding centre will allow Gore Mutual to quickly be on the ground providing immediate care and assistance to customers during catastrophic events with emergency funds for food, accommodation and other urgent needs.

Weir anticipates that ClaimCare will be an always evolving journey as Gore Mutual works to meet the continually changing needs of customers.

“Helping people is the reason we’re here,” said Weir. “With ClaimCare, we’re on a journey to bring customer-centricity to our claims services. We want to take the already great service that we provide to our customers and insurance broker partners to the next level.”



About Gore Mutual

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$442M in premiums and over \$1BN in assets as of December 31, 2018. Based in Cambridge, Ontario and Vancouver, British Columbia, this Canadian-owned and operated mutual company employs over 350 people and is known for its investment in people, technology and innovation. With a long-standing commitment to genuine personal service, and with InsurTech partnerships such as BrokerLift, Gore Mutual is an unwavering supporter of its network of insurance brokers, who offer the highest standards of service, choice and advocacy to Canadian customers. Gore Mutual was voted the #1 insurance company by the Insurance Brokers Association of Ontario (IBAO) in 2014 and certified as a 2018 Best Workplace Canada and a Best Workplace in Financial Services and Insurance. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$10M to over 650 charities. Learn more at goremutual.ca.

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