

## EMPATHY IN ACTION

# When working with high-risk claims, it's all about being empathetic and responsive to our customers.—Tom Conrad, Claims Specialist: High Risk Unit, Spokane, WA



As a high risk claims specialist at Allianz, Tom Conrad manages some of the largest and most complex claims in commercial insurance. And though emotional support counselor isn't in his job description, it certainly could be. Tom's motto is always be prepared and know your case--taking the time to explain all of the facts, walking the customer through the entire claim process, and keeping them well informed. All of which is provided with a good deal of empathy.

The majority of business owners may only experience a loss of significant size once in a lifetime, and when it comes to dealing with losses of this size and complexity, there are a lot of emotions to manage. That's where Tom steps up with customers. With almost 30 years in this industry, he has the expertise to thoroughly explain insurance coverage and the claims process to clients,

but more importantly "it's about being empathetic and responsive to our customers" he explains.

Recently, after a claim involving a fatality, our customer thanked Tom for his genuine concern. The customer went on to state: "In a difficult situation where the other parties were being really difficult (to put it lightly), you stepped up to protect me. I can't tell you how much I appreciate you and what you did for me. You are obviously very good at what you do. The companies you represent are very fortunate to have you. Thank you very, very much. I am beyond grateful to you and your company."

"It was a very unfortunate event and this claim was a complex and disputed liability case, accidents happen and that is why we are here to help protect them" replied Tom.

"I enjoy building relationships and rapport – with customers, brokers, attorneys and mediators. It can make a difference in the outcome when they trust you. Allianz puts more of an emphasis on building relationships than any other company I've worked at. It's part of the culture here."

