

CLAIMS ACADEMY

Crafting high calibre new
generation claims professionals



Introduction

Welcome to the **Claims Academy**, a program designed to shape the next generation of claims professionals.

We recognise that success in this competitive environment goes beyond mere skills; it requires a transformative approach of building necessary knowledge that the industry demands, and this ethos is at the heart of claims academy.

Developed with input from industry experts, Claims Academy provides comprehensive training on the **claims cycle**, **relevant regulatory frameworks**, and **modern customer service techniques**.

Our goal is to equip learners with the expertise needed to excel as highly successful claims professionals.



Designed for ambitious businesses
looking to develop their claims
professionals



What is included in the programme

The training program will centre on holistic competency development, emphasising on building essential skills, knowledge, and behaviours crucial for high-performing claims professionals to excel in demanding operational settings.

To embody this approach, the program will follow a three-pronged pathway throughout its developmental journey, comprising of:

ESSENTIAL
KNOWLEDGE
DEVELOPMENT

CUSTOMER
SUCCESS SKILL
DEVELOPMENT

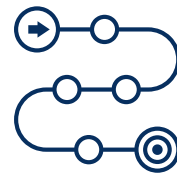
BEHAVIOURAL
PROFICIENCY
DEVELOPMENT



Essential Knowledge Development

This section of the program will concentrate on developing the essential knowledge necessary for claims professionals to operate in a highly compliant manner. Within this transformative segment of our program, participants will embark on a journey to uncover:

Mandatory units



Claims Practices

This module will explore the requisite knowledge and skills for effectively managing claims in a professional, consistent, and precise manner. Recognising the significance of claims handling, this unit will contextualise topics within a broader framework of associated systems, processes, and functions within claims.



Claims regulation and compliance

This unit offers the knowledge designed to enhance learners comprehension of fundamental insurance principles. It covers key legal and regulatory principles pertaining to insurance claims and business operations, alongside essential elements aimed at safeguarding consumers.



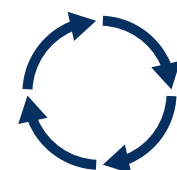
Claims Fraud Awareness

Throughout this section, participants will gain a deep understanding of the various forms of insurance fraud, the methods used by fraudsters, and the strategies employed to detect and prevent fraudulent behaviour.



Liability Assessment Fundamentals

Here, participants will explore the principles and practices involved in determining liability across various insurance contexts. Learners will enhance their expertise in liability assessment and ensure equitable outcomes for all stakeholders are achieved.



Claims Life-Cycle

Learners will explore every stage of the claims process from notification to resolution. Delving into the intricate details of each phase, including investigation, evaluation, negotiation, and resolution. The session will focus on skills needed to effectively manage claims at every step of the process, ensuring timely and equitable outcomes for both insurers and policyholders.

Optional units ~



Motor Insurance Fundamentals

This module furnishes learners with comprehensive knowledge and understanding of the practices and procedures of motor insurance. It offers an overview of the motor insurance products accessible to both consumers and commercial clients, delving into distribution channels, as well as legal and regulatory obligations.



Property Insurance Essentials

This unit offers a comprehensive overview of property insurance practices, and procedures, along with associated concepts. It examines various property insurance products, detailing their functionalities, coverage of properties, protected losses, as well as common extensions and exclusions.



Healthcare Insurance Products

This segment provides comprehensive knowledge and understanding of the fundamental principles and practices in healthcare insurance. Learners will delve into the underwriting and administration processes of policies, risk assessment methodologies, and the mechanisms involved in claims disbursement.



Liability Insurances

The aim of this unit is to cultivate a comprehensive understanding of the fundamental principles and practices in liability insurance. It emphasises the assessment and management of various liability risks, including employer's, public, product, specialist, directors' and officers' liability, as well as professional indemnity insurance.

Customer Success Skill Development

This section of the program will focus on cultivating essential business and soft skills vital for claims professionals to excel in an environment that prioritises superior customer success objectives. Throughout this segment, participants will embark on a journey to uncover:



Persuasion Skill

Participants will develop expertise in persuasion techniques to effectively guide customers in selecting value-added services, thereby enhancing the efficiency and smoothness of their claims experience.



Negotiation Skill

Participants will enhance their negotiation skills to facilitate well-balanced and favourable terms, accelerating the claims life-cycle. Through this topic, learners will cultivate advanced negotiation techniques to add value to the claims process.



Investigation Skill

Participants will strengthen their investigation skills essential for thorough assessment and resolution of insurance claims. Through targeted training, learners will acquire the expertise needed to conduct comprehensive investigations, thereby enhancing the accuracy and efficiency of claims handling processes.



Email & Telephone Etiquettes

Participants will refine their telephone and email etiquette skills to enhance communication effectiveness in the realm of insurance claims handling. By mastering professional communication protocols, learners will be equipped to engage with customers, colleagues, and stakeholders courteously and efficiently, fostering positive interactions and facilitating smoother claims processing experiences.

Behavioural Proficiency Development

This part of the program will focus on cultivating essential behaviours vital for claims professionals to excel in an environment that prioritises superior productivity, performance and customer service. Throughout this transformative segment, participants will embark on a journey to uncover:



Developing a mind-set to offering superior customer service

Participants will cultivate a mindset focused on delivering superior customer service within the insurance claims context. Learners will be empowered to prioritise customer needs, exceed expectations, and consistently deliver outstanding service, fostering strong customer relationships and driving overall business success.



Attention to detail mind-set

Learners will develop the ability to meticulously assess and evaluate claim information, ensuring accuracy and completeness at every stage of the process. Learners will cultivate an attention to detail and quality mindset and emphasise on the importance of quality in their work. This will enable them to enhance their ability to identify discrepancies, mitigate risks, and uphold the highest standards of service delivery.



Emotional Intelligence

Participants will enhance their emotional intelligence, with a specific focus on cultivating empathy towards customers in the insurance claims process. By honing their empathy skills, claims handlers will build stronger connections with customers, demonstrate genuine care and concern, and effectively address their needs and concerns throughout the claims journey.

Programme Details

Duration

Apprenticeship Pathway : 15 months total duration

Non Apprenticeship Pathway : 11 months total duration

Qualification

Apprenticeship Pathway

- Certificate in Insurance (**CERT CII**) - Chartered Insurance Institute
- Certificate in Loss Adjusting (**CERT CILA**) - Chartered Institute of Loss Adjusters
- Certified Insurance Practitioner - Claims Specialist

Non Apprenticeship Pathway

- Certificate in Insurance (CERT CII)
 - Certificate in Loss Adjusting (CERT CILA)
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- **Level-4 : Diploma in Insurance** - Dip CII or Dip CILA programme is also available through the academy
- **Level-6 : Advanced Diploma in Insurance** - ACII or ACILA is also available through the academy



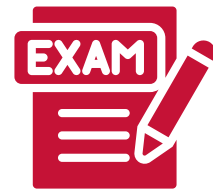
How Training is Delivered



Each CII unit will be delivered over 12-15 weeks via weekly 2 hour live virtual sessions



Recording of live training will be available should the learner be absent from the session



At the end of the training, three CII style mock exam will be facilitated (online)



Mock result analysis carried out to help learners identify areas of weakness and prepare revision plans



Exam techniques and mental preparation tips to help learners achieve better results



CII exams can be taken from the learner's office or from home



An unique aspect
of the
apprenticeship is
the two
experience days.



Flood Experience Day

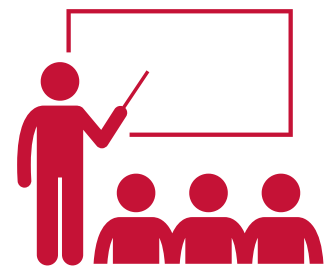
For home claims specialist



The Flood Awareness Experience Day offers students the opportunity to immerse themselves in a controlled flood scenario within a designated "flood house."



They will actively engage with assessment, control, and drying techniques, encouraging them to inquire about various techniques. This experiential day mirrors real-life loss scenarios, integrating hands-on activities with classroom instruction.



Participants will learn about each stage of a loss event, including initial flooding, policyholder claim registration, water extraction, cleaning, and drying processes. The curriculum focuses on mastering customer service excellence and cost optimisation for wet peril losses.





Accident Repair Experience Day

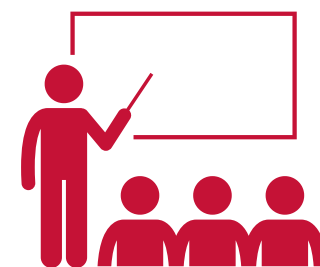
For motor claims specialist



The Accident Repair Experience Day provides students with the opportunity to immerse themselves in a variety of crashed cars scenarios.



Here, participants actively engage with accident claims management, comparable replacement vehicles, personal injury, and understanding credit hire, as well as learning what to do in the event of an accident. This is achieved through both hands-on viewing and questioning of vehicles, as well as classroom instruction.



Participants will progress through every stage of damage assessment, component removal and replacement, bodywork repair, and vehicle realignment. Throughout the day, students will also gain insight into the critical importance of customer service.

Final Thoughts

The pressing skills gap within the claims sector prompted the conception of this academy. Participating organisations share a strong conviction that the sector has untapped potential to draw in the next generation of talent.

However, to entice this talent, businesses must be ready to offer attractive opportunities. Typically, this involves a comprehensive development and career advancement program—thus, the Claims Academy.

**The Claims Academy is made possible thanks to the support of
Credit Hire Organisation (CHO)**

We want to thank all the employers who contributed to the development of this innovative claims academy program.



TALK TO US...

*TO SHAPE THE CLAIMS
WORKFORCE THAT YOUR
CUSTOMERS DESERVE*

**REACH OUT TO
COLLABORATE**



INSURANCE CLAIMS ACADEMY



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