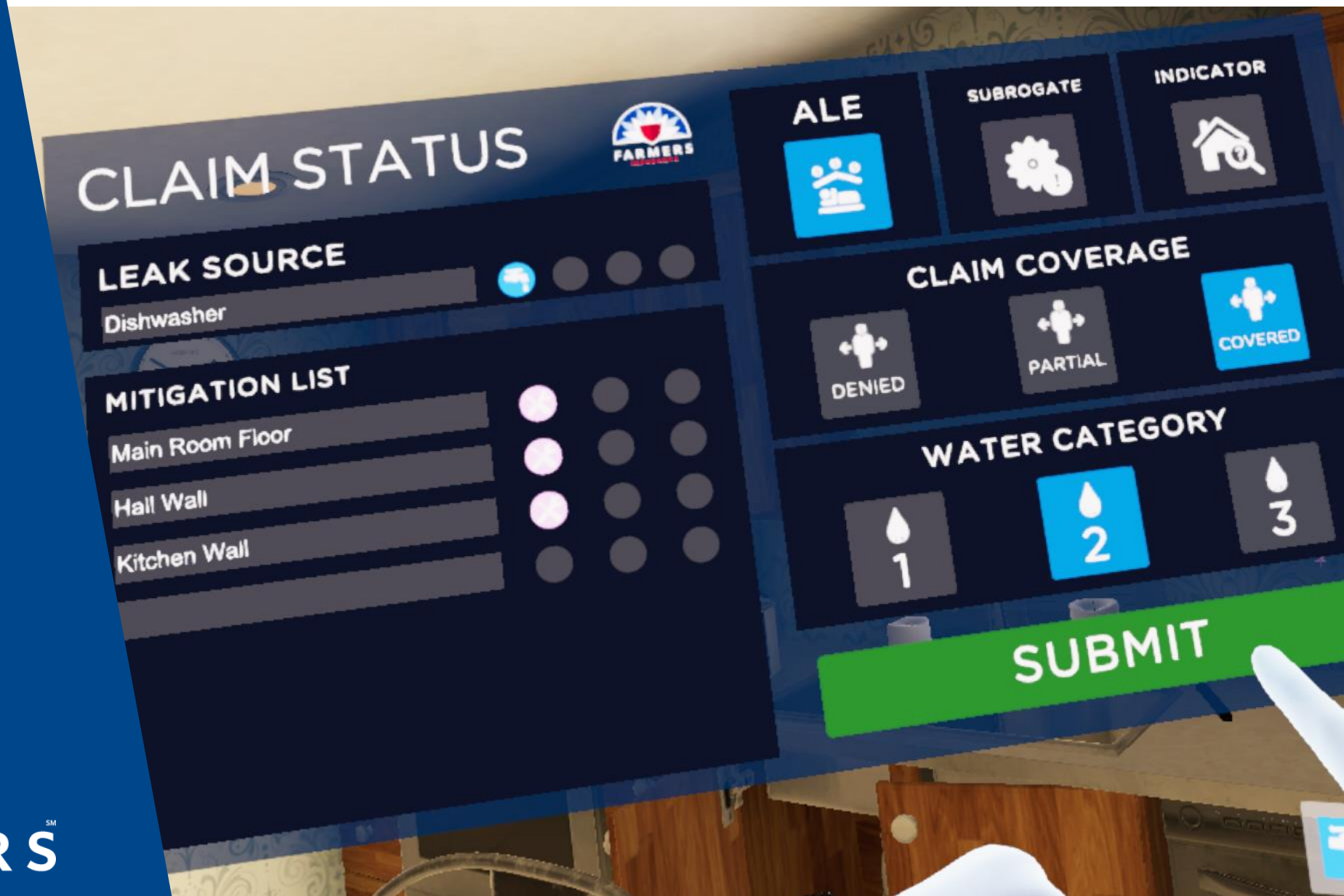


# Claims VR Training

Keith Daly • Ron Guerrier



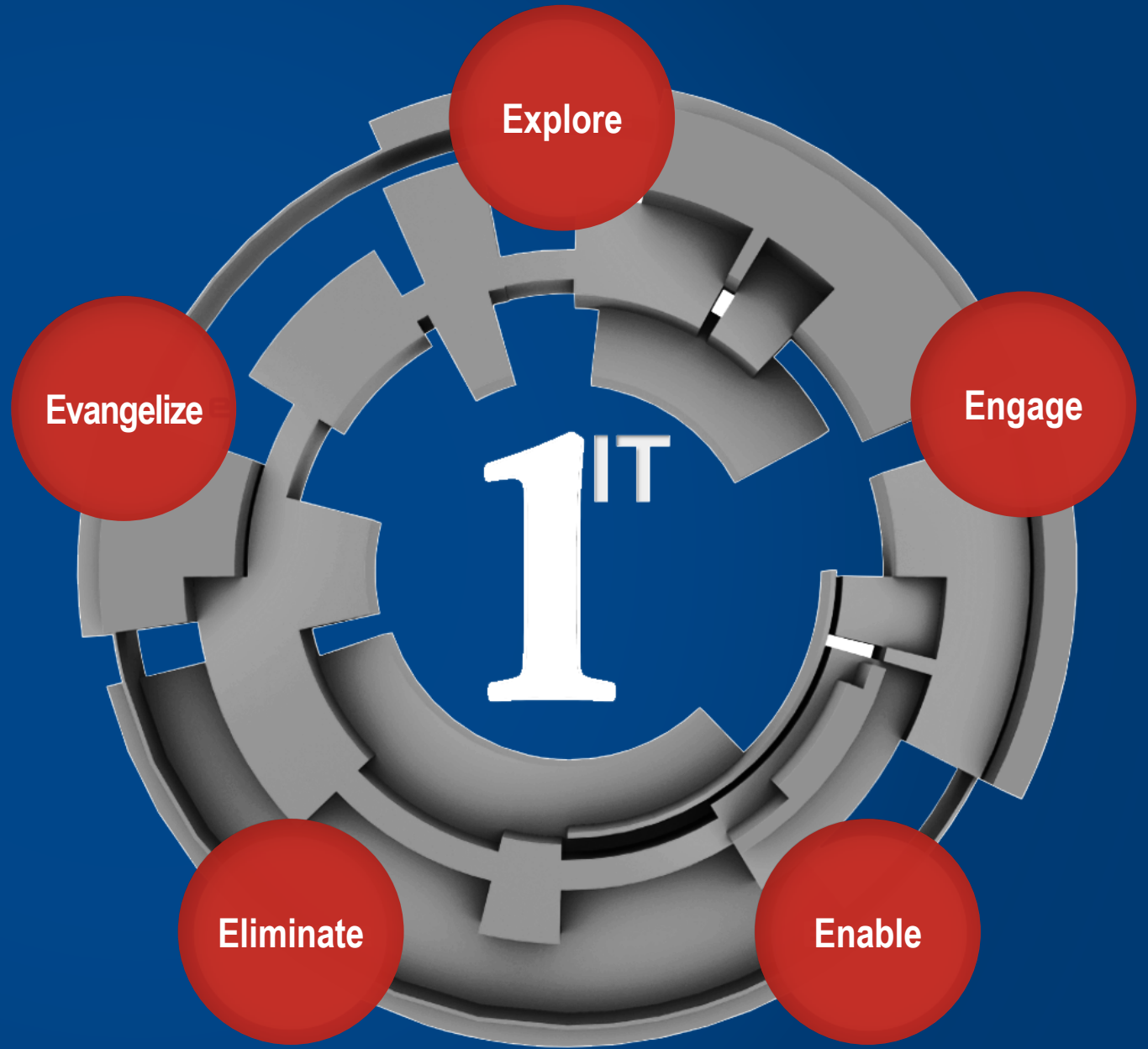
**FARMERS**  
INSURANCE

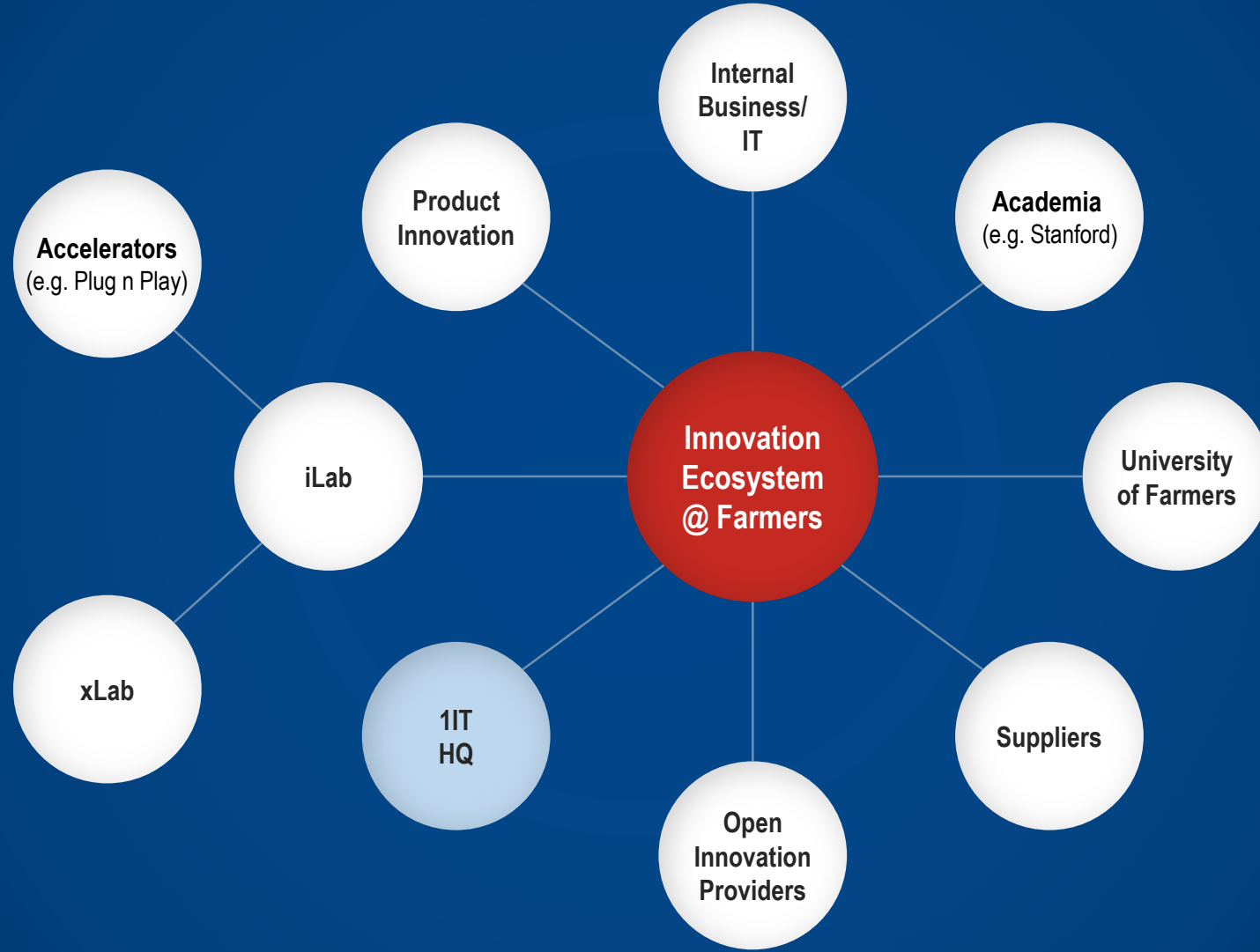






For 2018, we are focusing these principles on creating an **Experience** that delivers on our **Brand Promise** to our customers, agents and employees.





## Roadside Assistance (Honk)

- **Technology:** GPS allows us to pinpoint a customer's location and instantly dispatch the closest service vehicle
- **Smart customers experience:** Customers can track arrival times and progress with a real-time map and receive notifications and communications every step of the way
- **Personalized service:** Trained Farmers representatives have control of the customer experience from start to finish – initiating the service for our customers and monitoring live events to ensure they have a good experience

CLAIM SERVICES

# ROADSIDE ASSISTANCE REIMAGINED

**FARMERS INSURANCE**  
ROADSIDE SERVICE STATUS  
MARTIN PEREZ - PREMIER ROADSIDE  
ARRIVING IN  
**12 MINUTES**

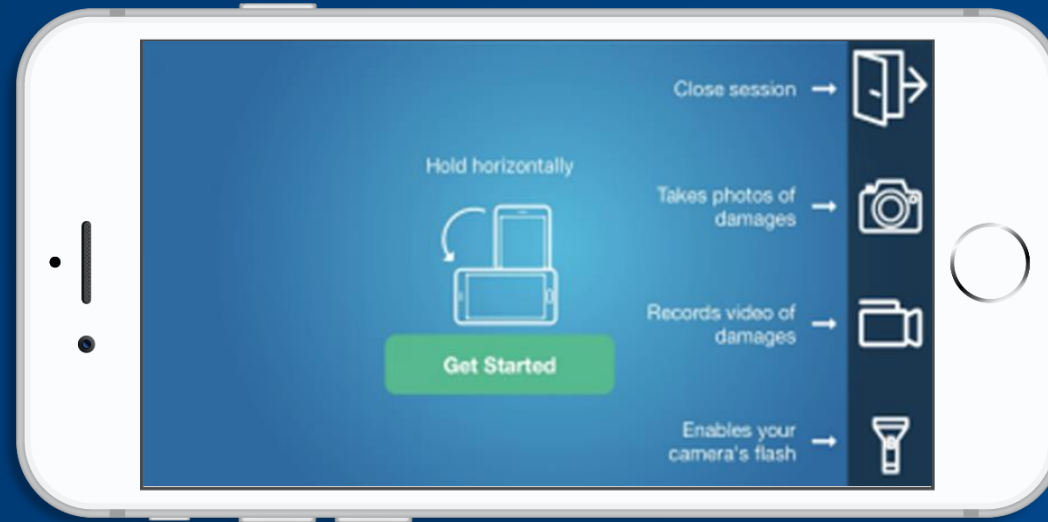
Map showing location: COVENTRY DOWNS, SAGERS INC SPRING, CHEVIOT HILL, PUTNEYS RIDGE, SONOMA HILLS.

POWERED BY HONK

CALL DRIVER CALL SUPPORT

# Photo & Video Technology

- App offered at FNOL and by claims representatives on first-party claims
- Customer receives email or text via to download the free app
- Customer uploads photos
- Claims representative reviews photos, calls our customer, and processes the claim

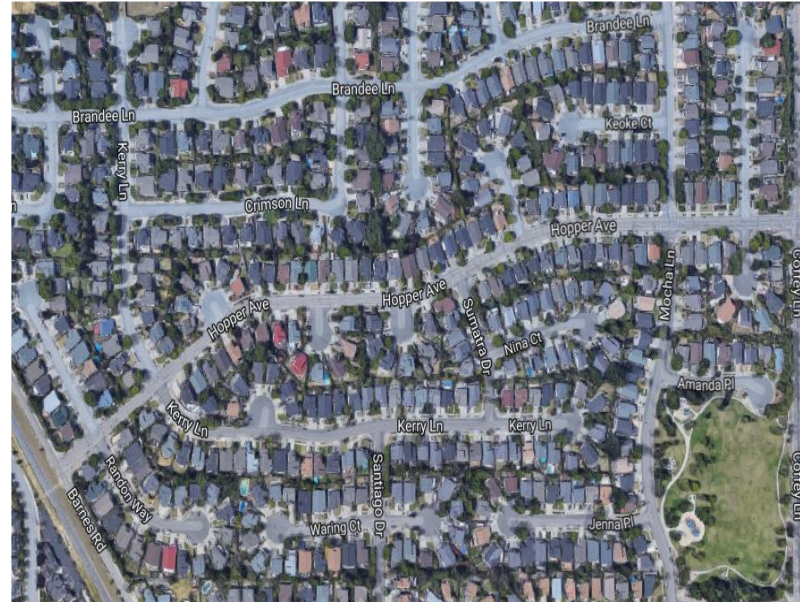




# Aerial Imagery (Airbus)

- Identify and triage large losses in areas restricted on the ground
- Identify unreported losses on PIF
- Provide more accurate info for Bulk Reserve

Before Imagery – Google Maps



After Imagery - Airbus



# Alexa

- Amazon Alexa, a cloud-based virtual assistant
- Ask Alexa about:
  - Claims FAQ
  - Claim status
  - Claims Team information (partial)
  - Policy details as of loss date
  - Bill payment FAQ
  - General contact information

**“How do I report a claim?”**

**“Alexa, Open Farmers”**

**“What’s a deductible?”**

**“How do I pay my bill?”**





## Virtual Reality

- Collaborated on a project to build a virtual reality (VR) training module that takes Claims training to a whole new level
- The realistic, engaging experience promises to better prepare our claims representatives for real-world scenarios, equipping them to deliver a smart customer experience from day one in the field



