

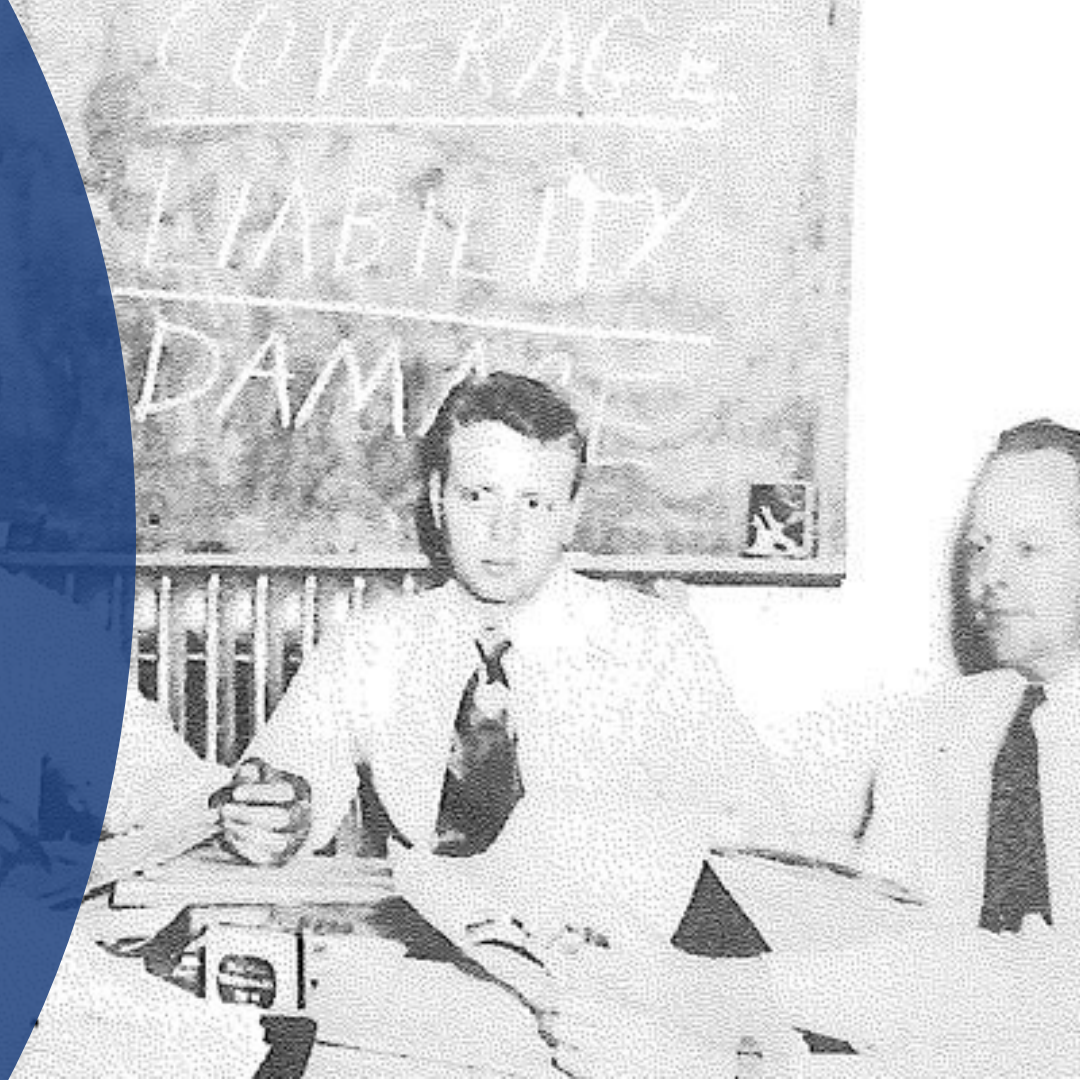
Lives. Restored.

They're not just claims.
They're people. They're family.

Insurance Innovation: A People Business
February 2020

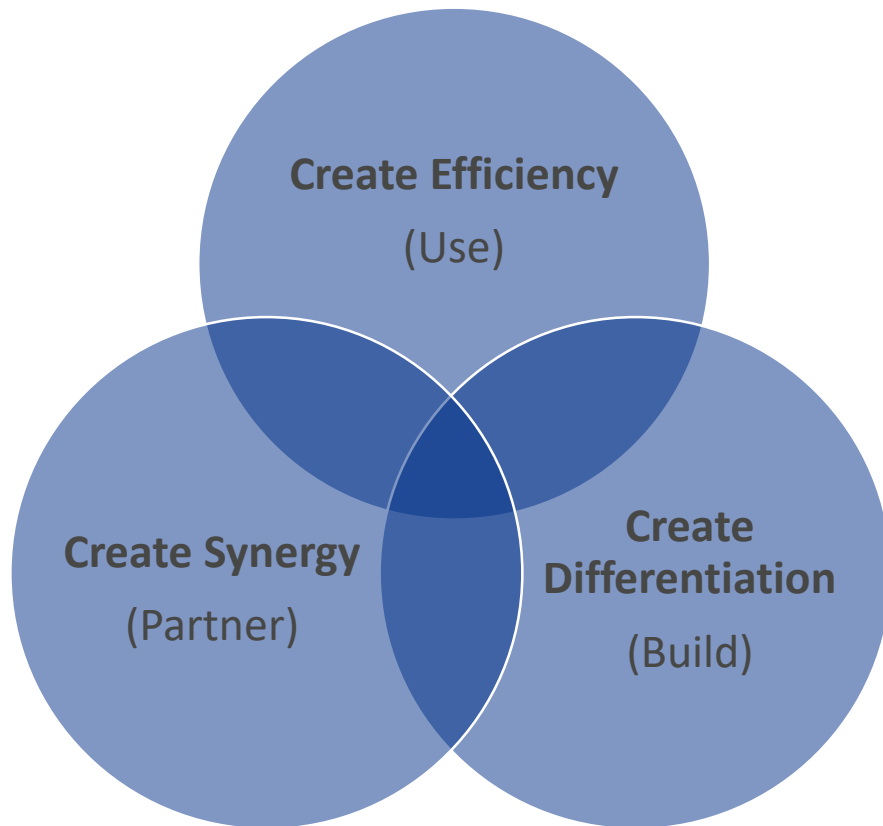


Cultivating a culture
of innovation on a 79
year legacy...





Innovation vs. acquisition?



Many types of relationship at play



WeGoLook™

A compelling case for acquisition

Value proposition

Simple, effective and proven business model with a unique value proposition for insurance carriers and risk managers.

Client base

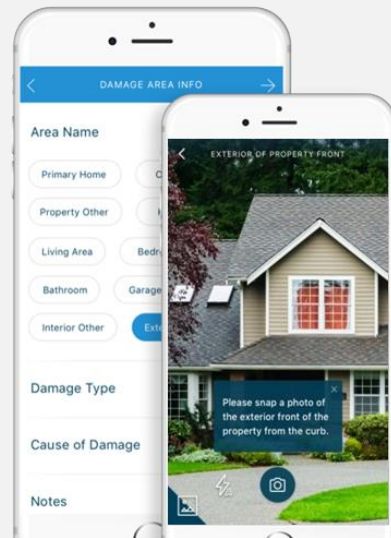
Existing and potential client base was attractive with future opportunities for growth and expansion into adjacent areas.

Stable technology

Full technology solution in-production and delivering services to clients, there would be no development lag to bring it to market.

Mutual benefits

Crawford and WeGoLook were able to drive benefits for the other, making the case for acquisition compelling for both parties.



YouGoLook

A simple and flexible tool

One tool with many uses

Schemas are quickly built to tailor the information required across a variety of pre-loss and post-loss inspection requirements.

Intuitive user friendly design

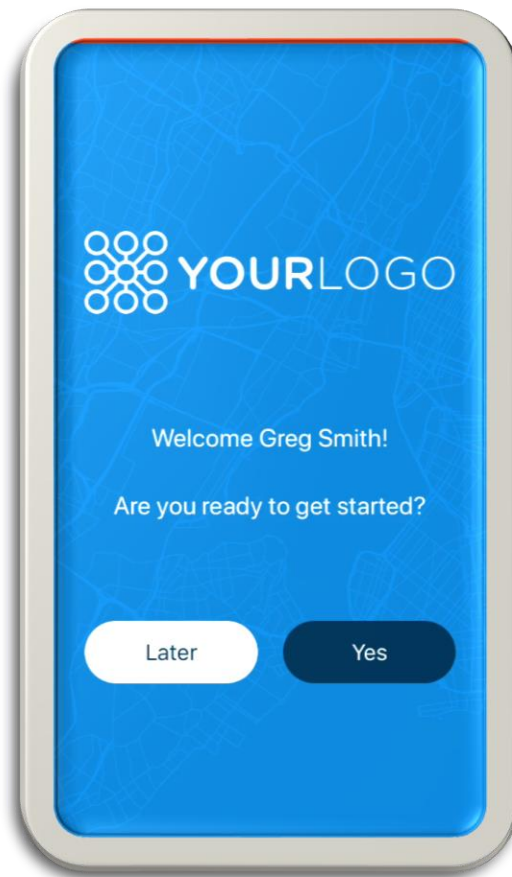
Designed with the “first and only” time user in mind with familiar iOS and Android navigation and on screen tutorials, tips and tricks.

One click launch

Download, install, and inspect with a smart link sent to the policyholder via SMS or email messaging.

Strong user support

In-app support, email assistance and a friendly helpful voice at the other end of the phone to help support a positive claims experience.



Performance Hub

Striking the right balance of quality and production

- Significant transition from lagging performance indicators (audit) to leading performance indicators
- Adoption required a large shift in mindset for our leaders, supervisors and professionals
- Excellent collaboration to refine the metrics to better reflect the reality of the business users
- Consistent effort needed to build and sustain momentum to drive continuous improvement
- Healthy competition has sustained focus on the tool and its potential following rollout



In summary...

Some free advice that may be overpriced

- **Innovation isn't easy** – to succeed it requires a core group of passionate people to have vision and manage resistance.
- **Innovation isn't quick** – early resistance, technology obstacles, and financial hurdles can all slow the pace of change.
- **Innovation isn't perfect** – with every change comes tradeoffs, ultimately you must take a risk and plot your path forward.
- **Innovation isn't tough** – start small, build upon small incremental changes to get to the end result you desire.



“If you don’t like change,
you are going to like
irrelevance even less”

General Eric Shinseki, former chief of staff for the US Army and secretary of veterans affairs.

A photograph of two men in business suits shaking hands across a table. The man on the left is smiling and looking towards the other man. The man on the right is also smiling and looking at the first man. They are in an office setting with a large window in the background showing a city skyline. A blue semi-circular graphic is overlaid on the left side of the image, containing white text.

For more information
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