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## ***It's the customer that matters at Vero***

**Monday 14 August 2006:** Vero Claims Services are passionate about their customers. Throughout the entire claims process, the principles of transparency, understanding, fairness and flexibility guide the team to ensure they provide the highest level of service.

This customer centric philosophy is an important element to the team's strategy and has set the future direction for the Vero Claims team.

The Claims team at Vero has streamlined their processes and procedures to not only meet but exceed customer expectations. The importance of communication with customers at all stages in the insurance process and the provision of quick responses to claims are other crucial components of the team's strategy.

Sweeney Research recently conducted a survey of Vero's customers to measure the level of customer satisfaction. The results show that 92% of customers were satisfied or very satisfied with the service they received during the management of their claim. 96% of customers stated that they would continue to use Vero based on their positive claims experiences.

Allison Prince, Head of Claims Services at Vero said, "We are committed to providing superior customer service and have the changing needs of our customers in mind. This cannot be achieved without our team of specialists who are passionate about serving the customer. The recent survey results confirm that our customers value such things as speed of response, high levels of communication and a simple and easy process. These areas drive our customer satisfaction results."

With a focus on continuous improvement and an ingrained understanding of customer needs and expectations, Vero Claims Services are well positioned for the future.

The Vero Claims Services strategy is multifaceted. “As a team that provides claims management to a number of our specialist business units, we need to make sure that the Claims strategy is aligned to the different product offerings.

“We build flexibility into to our claims processes to meet the different customer groups and varying product requirements. There is constant refinement of our Claims strategies and processes depending upon specific product needs,” Ms Prince said.

The four key features that are fundamental to our success are Effectiveness v Efficiency, Accountability, Expertise and Passion.

Allison Prince views change in the market as a unique opportunity for refinement and growth. “I look forward to the challenges that lay ahead. I am determined that we deliver a positive claims experience with a team that embraces change and continues to deliver on promises,” said Ms Prince.

## **ENDS**

### **Editor’s note**

Vero Insurance Limited (“Vero”) is a subsidiary of the Promina Group Limited, which is one of the top 50 companies listed on the Australian Stock Exchange. Vero, formerly Royal & Sun Alliance Insurance Australia Limited, has for many years been offering highly specialised solutions to its large range of customers.

Vero is one of Australia’s largest intermediated general insurance companies and has 19 branches across Australia, providing a suite of quality specialised risk management products and services through brokers, corporate partners and risk managers.

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**For further information please contact:**

Sue Repanellis  
Communications Manager  
Vero

Tele: 02 9978 2641  
Mobile: 0407 210 710

Danielle Fanning  
Media Executive  
Vero

Tele: 02 9978 2048