

# Helping brokers navigate in an era of change

Vero SME Insurance Index 2019

## Serious change offers immense opportunity

Appropriately managing risk is a huge growth area for brokers, with **59%** of SMEs feeling more confident in their risk preparedness when a broker is involved.

Opportunities for brokers in risk management by providing SMEs with more valuable information:



### Broker Tip

Talk to clients about your risk advisory capacity, explaining your expertise and services in detail.

## Make claims easy for SMEs

Handling clients' claims is a key asset for brokers. However with only **49%** of SMEs satisfied with their claim experience, brokers could improve their service in this area.

How brokers can improve the claims process:

Explain the claims process to SMEs



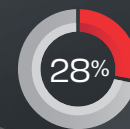
Process was unclear

Assist more to speed up the process



Stated it took too long

Communicate with clients more



Had little or no communication with client

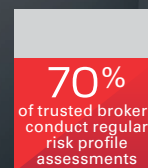
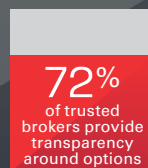
### Broker Tip

Be proactive when it comes to managing your clients' claims, explaining the process in full, providing more assistance and checking in with regular updates.

## Champion brokers as trusted advisers

**47%** of SMEs are now more wary of the insurance industry, but brokers can take steps to rebuild clients' trust.

Certain tasks from a broker that correlate with increased trust:



### Broker Tip

Undertake more value-adding tasks for your clients, such as analysis and business change options and risk profiling.

Download the full report at [vero.com.au](http://vero.com.au)

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