

KennCo celebrates 3rd Anniversary

As we pass the 3rd anniversary of the formation of Ireland's largest independently owned underwriting agency, KennCo Underwriting, we talk to John Kennedy about the Company and his claims team. A good claims service is key to Brokers retaining business, as customers will very often judge their insurance advisor on the quality of the service they receive following a claim. In many instances this reputation and relationship is dependent on the Insurance Provider fulfilling the customer's expectation of fairness and speed of settlement. This is a responsibility which KennCo say they are happy to take on and do so with a determination to not only fulfill, but to exceed expectations.

Irish Broker took the opportunity to find out what sets them apart from other insurance service providers, particularly in the claims arena.

Talking to John Kennedy...



John Kennedy, Managing Director, KennCo in conversation with Paul Gibson, Publisher, Irish Broker.

Firstly John, tell me about the KennCo ethos, and how does this transfer to key positives for brokers when they deal with KennCo?

KennCo was formed just over 3 years ago and the objectives I set then remain at the very core of KennCo's existence. We aim to provide the Irish broker market with a suite of general insurance products from top capital providers while delivering a service that is second to none. Good products, an easy way to do business, flexible and experienced staff and investment in technology. We believe these are the tenets that separate KennCo from the pack.

What products do you provide to brokers?

At KennCo our aim is to constantly research and provide additional general products to our broker market. At present we can offer;

- Private Motor
- Commercial Motor
- Household
- Commercial Property
- Combined Liability
- Retail Packages
- Motor Traders, Road and Internal
- Travel

When we match a product with a capital provider, the next thing we ensure is that this product has quality benefits and features. Pricing is obviously important but while we price the product to sell within set market parameters, our aim is to give our brokers and their customers good reasons to either come to KennCo or stay with us.

What sets KennCo apart from other Insurance providers in the claims arena?

Having worked as a general managing agent for many years now, I can state without any hesitation that claims handling is the most critical element of a successful underwriting agency. To give your capital providers the sense of comfort they need when handling their money, you must have several key elements in your claims department. Amongst these is an ability to service your customers to a high standard on a consistent basis. Regular audits from several insurers and reinsurers means a good underwriting agency cannot allow complacency to creep in. We know from our audit reports and our broker surveys that we maintain a claims service that can stand comfortably beside any of the bigger players in the Irish Market and indeed eclipses many of them.

We have our own internal customer service monitoring to ensure that the principles we have set from the start are strictly adhered to.

Treating all of our customers fairly, ensuring a speedy service and settlement are the things that customers expect but often don't receive. We genuinely aim to provide our customers with a caring and efficient experience and we feel this differentiates us from many rivals. It helps when you have sold a quality product in the first place but nevertheless, I personally deal with all customer complaints should something go wrong. I'm glad to say I very rarely need to reply to dissatisfied customers and this reflects well on the broker who recommended us, as well as on us and our services.

Talking to Alex Burke and Frank Keegan...



Paul Gibson with Alex Burke, Claims Manager and Frank Keegan, Deputy Claims Manager, KennCo.

Frank, tell me more about the claims managers and staff who deliver the claims service.

FK: Alex Burke here is the Claims Manager who started out his career in Guardian PMPA before moving to Hibernian Insurance and finally settling in KennCo Underwriting.

I'm the Deputy Claims Manager. Reluctant as I am to admit it, I have almost 40 years claims experience having worked with CGU, PMPA, Norwich Union and Aviva.

There are an additional five members of the claims team who have worked with many of the large Insurers within the Irish market. They are Pat Lynch, Ornagh Daly, Barry Fitzgerald, Lee Ann Byrne and Gavin Maher. In total we can boast over 100 year's claims experience within the department.

Alex, how robust are your systems for processing claims?

AB: We have invested heavily in state of the art technology that allows us to process claims in a speedy and efficient manner. We've recently taken the final steps towards becoming a paperless claims department. All documentation received is now scanned making it easier to monitor all activity on every claim file to ensure we continue to deliver a superior claims service.

Do you receive many complaints and what systems are in place for dispute resolution?

AB: Considering that we process in or around 5,000 claims annually we only receive a handful of complaints all of which are handled by our Managing Director, John Kennedy. When a complaint is received it is referred immediately to John to deal with. All members of staff are familiar with the KennCo ethos of providing customers with an efficient and caring service.

So how is the approved repairer scheme going for you?

FK: The scheme is going well and has been welcomed by brokers, policyholders and third parties alike. While the scheme was only introduced last year, month on month we have increased the percentage take up of customers using the scheme. This reflects well not only on KennCo but also on the quality and

efficiency of our Approved Repairer Network. Once again the very low frequency of complaints is testament to the success to the scheme.

What are the advantages from a customer perspective?

AB: The benefits to customers are that firstly we use only repair specialists of the highest calibre. Secondly, only genuine manufacturer parts are used. Thirdly we provide a courtesy car for the duration of the repair work up to a maximum of 5 days.

Our repairer will collect the damaged car, regardless of location, deliver the courtesy car, carry out the repairs to the highest standard and return the repaired car to the client. All repair work is guaranteed.

Finally on this point, we handle all Motor and Commercial claims in-house, so we have full control of the process from start to finish.

All Insurance providers use external experts from time to time, so how do you manage external service provider?

AB: KennCo's panel of external service providers is a small one, partners we know and trust, who subscribe to the KennCo service ethic, putting the customer first. That aside, we have in place challenging Service Level Agreements with all our service providers. We regularly undertake reviews and audits to ensure that they continue to adhere to KennCo service levels, procedures and guidelines.

One of the key requirements from the Regulator is to treat the customer fairly. This is particularly appropriate to claims resolution. How do you ensure you deliver on this important ideal?

FK: We genuinely believe that the low number of complaints received is not only a strong reflection of customer satisfaction but also that customers have been treated fairly throughout the claims process. We are always mindful of the regulatory requirement that all customers be treated fairly. However this has always been the KennCo philosophy. In order to ensure that we

The Claims Team



Standing L to R: Frank Keegan, Deputy Claims Manager, Alex Burke, Claims Manager, Barry Fitzgerald, Lee Anne Byrne, Gavin Maher and Pat Lynch. Seated: Orna Daly.

consistently meet the standards that are set we have controls and systems in place to monitor all aspects of our interaction with customers. In this way we can identify and deal with any difficult, contentious or sensitive issues that arise. Any problems that cannot be immediately rectified are escalated to Management Level.

There you have it, KennCo, a Broker only Underwriting Agency which is prepared to put in on the line in areas where it really counts for Brokers, particularly claims resolution. This is an area which is so important to Brokers in delivering on the promise and maintaining the highest levels of customer service at a time when competition has never been fiercer!



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Public Liability
Products Liability
Construction Liability
Contractors All Risks
Environmental
Liability

Whether buying a site, constructing an office block, or running a business, you need specialist insurance cover you can rely on. Our global experience combined with local knowledge and a strong focus on client service can support you at every stage from planning to ongoing operations.

Expertise. Commitment. Strength.
Just a few of the reasons why XL Insurance is a market of choice.

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