



# Delivering For Your Customers In Times Of Crisis

Jimmy Barber, MD & Founder, JAB Financial Solutions

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## A Word From Today's Chairman

**Robert Pay**  
Business Adviser  
Z/Yen Group





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# Today's Agenda

- 15:00 – 15:05 Chairman's Introduction
- 15:05 – 15:25 Keynote Presentation – Jimmy Barber
- 15:25 – 15:45 Question & Answer



## Today's Speaker

**Jimmy Barber**  
MD & Founder  
JAB Financial Solutions





Jimmy Barber (MD/Founder JAB Financial Solutions)

**Delivering For Your Customers In Times Of Crisis**

## Objective for today....



- Share some of my experience/learnings so you can do better than I did!
- Help organisations deliver for their customers when times get tough – which is often when they need you the most

## Survey question

From your own experience, following the pandemic - how do you think organisations have delivered for their customers over the last few years?

- A) Service to customers has been maintained
- B) Service to customers has improved
- C) Service to customers has declined



# How I learnt my lessons...

- **Transformation Leader** – from regulated Sales to betting shops to Commercial insurance operations....from failed financial services firms to challenging regulation
- **Worked with great brands** - Capital One, Hiscox, FSCS, RSA
- **Perfect timing** – growth, enforcement, cost challenges, digital opportunities
- **Learn from successes and failures** - do not to presume what will deliver success - adapt

## Survey question

How many BI claims do you think Hiscox faced following the Pandemic?  
(in years )

- A) 1 year - normal volume
- B) 3 years - busy times...
- C) 25 years - OMG...
- D) 100 years - GameOver!

# Case Study – Hiscox Business Interruption Claims

## Helping SME's following the Pandemic

### Challenging environment

A Perfect Storm



- High volume of claims (100 years worth) that aren't progressing
- Tech solution issues – switching to manual operation
- Negative PR for insurance industry
- Regulatory focus on BI insurance industry
- Brokers frustrated and Customers unhappy
- Staff morale low

### How we turned things around



- Galvanised activity around a clear purpose and set of measures
- Ensured we had the right capability and gave them space to deliver
- Got the right senior support
- Listened to the front line about the issues, prioritised fixes and delivered improvements....quickly!
- Took bold decisions...quickly!
- Communicate, communicate, communicate...with all stakeholders

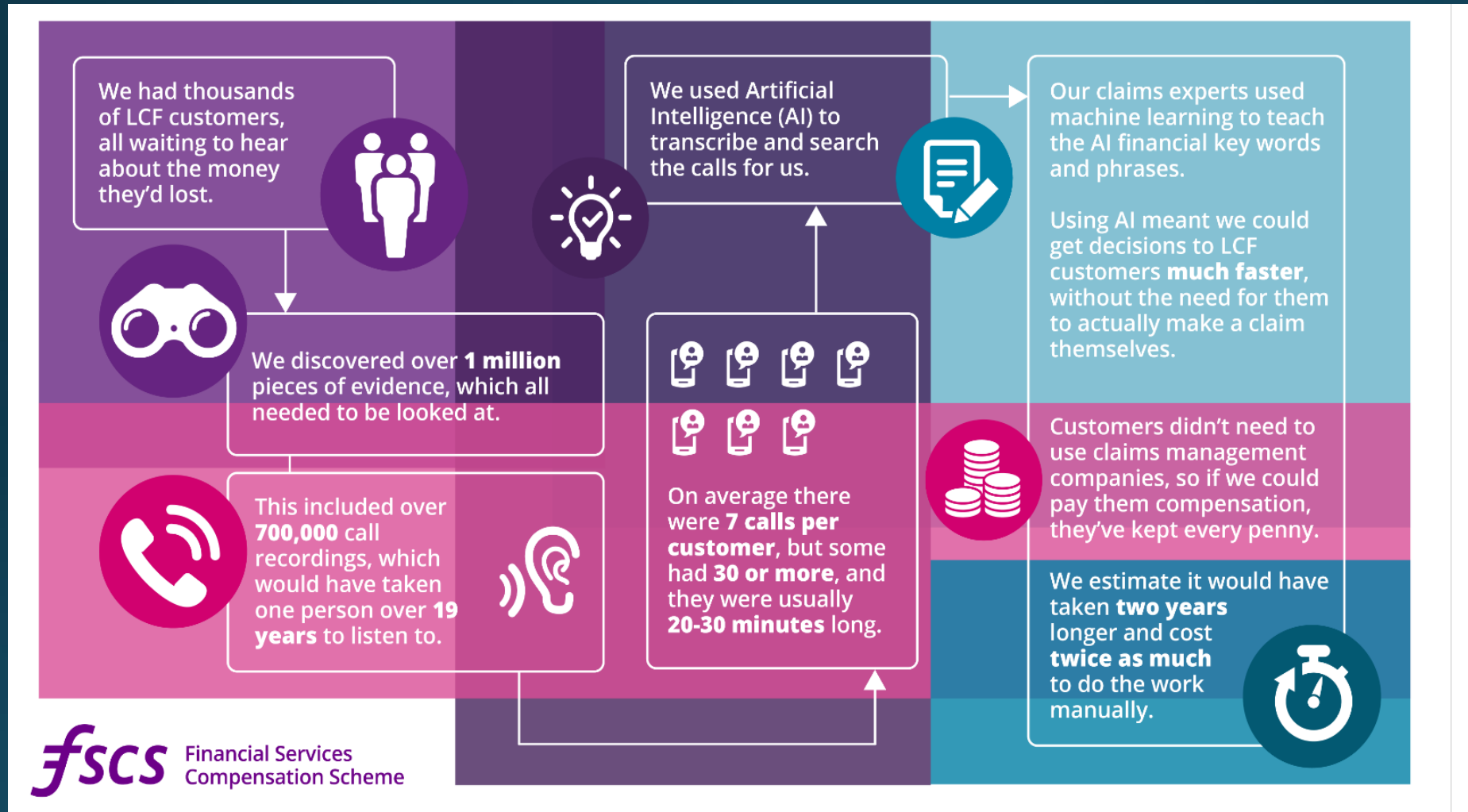
### What was the outcome



- Within a year 95% of claims were settled
- Stakeholder dissatisfaction settled down
- The team enjoyed being successful

# Case Study - London Capital & Finance - investment firm failure

## Using technology to help vulnerable customers



# Be agile, but some structure/planning is vital - before assuming answers...consider some of your key questions...

## Purpose

What is the overall goal that you can get everyone aligned around?

## Customer experience/journey

What do they need?  
What can you deliver?

## Operations

How do you set these up for success?

## MI/Data

How will you measure progress/success?

## Governance

How do you set this up to enable delivery not just to give the illusion of control?

## Technology

What is in the art of the possible?

## Partners

What expertise and help exists in your wider networks?

## Communications

Who are your key stakeholders and what will they want/need to know?



# Key Takeaways...



- Be focused - What is the overall purpose/goal?
- Have a plan, but don't be a slave to it
- Progress not perfection!





# Comments, Questions & Answers





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# Thank You For Listening

## Forthcoming Events

- Wed, 03 Aug (11:00-11:45) Digital Banking For Analogue Customers
- Wed, 03 Aug (15:00-15:45) Nature-Based Finance – Using Bonds To Restore The Planet
- Tue, 09 Aug (10:00-10:45) Bangladesh Trade, Development & Economic Prospects In The Emerging Asian-European Supply Chain
- Wed, 10 Aug (15:00-15:45) What Does An Information Commissioner Do?

Visit <https://fsclub.zyen.com/events/forthcoming-events/>

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