

May Newsletter

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Claims Contact Center

Celebrating 10 Years

by Donna Peterson

Did you know that the Claims Contact Center will be celebrating its tenth anniversary on October 12, 2008?

With that in mind, you may be wondering how State Auto received claims prior to the existence of the Claims Contact Center. How did the Claims Contact Center come about?

In speaking with Claims Contact Center Manager, Brent Mackey, he explained that back in the 70's we received claims via "Milk Runs". A State Auto claim adjuster was assigned a certain number of agencies. He or she would travel to their assigned agencies once a week and collect the claim reports. If an agent had an emergency contact, they would telephone their

assigned claims adjuster during business hours. Needless to say, customer expectations were much lower than they are today.

By the early 1990's, Series III was introduced and employees in the Claims Department began entering loss reports using personal computers. At this point we still had no after-hours service.

The age of the Internet changed the way we handle claims and altered the expectations of our customers. To meet the expectations of our customers, State Auto opened the Claims Contact Center (CCC) in the home office in Columbus, Ohio on October 12, 1998. The first supervisor of the Contact Center was Lee Holland. Since then we have had three Claims Contact Center supervisors:

Drex Jackson, Melissa Pugh, and currently, Aura Engott. Aura joined State Auto in November of 2008.

Claims Manager, John Hefferman, opened the Claims Contact Center West (CCW) for continuity purposes and to allow us to service our customers by expanding contact hours. According to John, that office began operations back in April of 2003 using the associates we gained in the Farmers Casualty acquisition. Then in August of 2003, Steve Weets became Supervisor of Claims Contact Center West.

With the acquisition of Beacon and Patrons insurance, the future will continue to bring many opportunities for the Claims Contact Center.

Welcome/New Associates

Luis Quintinar

Lorenza Vandiver

Birthdays

May 19th—

Mary Siddle

BizXpress: Rollover Applications

This past month, we began to assist our partners in ERO with data entry for rollover applications. This is a new opportunity for us and we are learning by the minute.

Five of our associates, Donna Peterson, Shannon Bauchert, Lia McCullough, Heather Dilworth, and Patrick Roberts attended a two hour training with Darcy

Keith and Natalie Lindsey on April 30th. Since that time, we have entered approximately ten applications.

We are excited to a part of this project as we partner with ERO and agents. We input the data which then makes in available to the agent. The agent can then provide the customer a quote from State Auto.

Hopefully, in most of those cases, we will be writing the business. Just remember, it does not matter where you sit or what you do at State Auto, ESSA (Everone Sells State Auto)!

As this opportunity develops we will be recruiting more help from those of you interested in participating.

From Tragedy to Triumph

by Darcy Keith

Have you ever wondered what you would do in the face of some terrible, life altering event or challenge? *Do you have it within you to survive, recover, and build a new life?* In the fall semester of my senior year of college, I was faced with this situation. Four sorority sisters and I were returning to Ball State after spending the day at another campus. Our driver lost control of the vehicle, and it was hit broadside by a Freightliner semi-tractor, who was traveling behind us and didn't have enough time to stop. While the two in the front seat were able to unbuckle themselves and walk away from the crash, the three of us in the back seat weren't so lucky. Two friends, riding unbuckled, were instantly killed. I was the only unbuckled backseat survivor.

Awaking from a coma six days after the crash, I shockingly learned to prepare for adjustment to a new lifestyle. I had sustained two traumatic brain injuries, resulting in substantial memory loss. In addition, the right-hand side of my body was paralyzed, my right lung had collapsed, and I had no control over my bodily functions. Damage to my right vocal cord left me unable to speak at first. Once a confident and ambitious young college student, I now spent my days in a wheelchair, enduring the humiliation of wearing adult diapers. My self-esteem and self confidence plummeted like the stock values in a market crash.

So, what is a person to do when faced with an uncertain, directionless future? In my case, I decided to go back to college. Having brain injury is

like having an extreme case of attention deficit, as I was having short term memory problems and couldn't concentrate on the information that I wanted to remember. But, a year and a half later I was able to finish college through the application of fortitude, perseverance, and determination.

We are told in life that hard work pays off in the end. I tend to disagree somewhat with this statement. Not only must you work hard, you have to work the RIGHT way. Sure, I worked hard in obtaining my college degree after losing my entire memory of the previous one. But no amount of hard work will help you reach your goals if a person doesn't do it the right way.

The right way of reaching your goals takes different forms. In my case, the right way was to work on the problem and figure out how to overcome it. With my memory difficulties, that meant recording my classes (with permission from the professor), finding a study partner, and practice repetition of the lesson taught. I could have worked hard to learn the material by reading the material over and over, but I found that I learned the right way in overcoming my problem when I incorporated other means of studying.

Another example of working hard the right way is when I was trying to regain the use of my body's right side from the paralysis. There was a time when I couldn't move my right hand and leg. But, when a window of opportunity presented itself as feeling started to come back, I lifted weights



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and worked on my motor skills until I couldn't do it any longer. Sure, I cried from the pain of lifting weights. Yes, it was hard when, at first, you told your arm to move and nothing happened. But, it was through the guidance of trying different methods to get my strength back that success happened.

Speaking from losing everything mentally, physically, and emotionally from making one decision not to wear a seat belt, I have been given the perspective that life is too short not to pursue your goals and dreams. What struggle is holding you back? What is "paralyzing" you from taking the next step? You CAN move beyond your struggle by applying perseverance, determination, and working towards your goal the right way, just as it did for me.