

Overview

Industry

Retail

Location

United States

Challenge

Mitigate irreparable damage to customer vehicles and the client's brand.

Solution

Mobilize the recall claim experts immediately with Crawford's Recall 360 to contact customers, validate claims, and facilitate repairs to vehicles.

Results

Within two hours, we worked with our client to develop and execute a recall strategy including setup of intake and a dashboard to provide complete transparency into the claims process. Crawford's quick response helped resolve the situation with zero litigated claims and our client maintained its reputation as a customer-focused organization.

When time is of the essence

One of the nation's largest retailers leverages Crawford's Recall 360 to mitigate impact on thousands of customers

The challenge

Large fueling stations are designed to serve high volumes of customers in short periods of time. When things run smoothly, this helps everyone involved. Unfortunately, negative situations can impact customers just as quickly.

When a fuel supplier filled an unleaded fuel tank with diesel fuel at one of our client's large fueling stations, a comprehensive and immediate response was needed. Thousands of customers were unknowingly filling their unleaded gas tanks with diesel fuel, creating the potential for extensive damage and voided manufacturer warranties.

Our client needed to quickly contact the impacted customers and manage the incoming claims to mitigate irreparable damage to customer vehicles and the client's brand.

The solution

Because Crawford worked with this client in advance to establish a custom-designed crisis response plan, the Crawford Recall 360 team was able to mobilize our recall claim experts within two hours to formulate a strategy for contacting customers, validating claims, and facilitating repairs to vehicles.

The Crawford team was notified late Friday afternoon, and adjusters from our Global TPA, Broadspire®, were handling claims by mid-day Saturday. Our team coordinated rides via Uber®, taxi and vehicle rentals to ease the claims process for impacted customers. For damaged cars, Crawford's vehicle services team conducted field appraisals and

About Crawford & Company®

For over 75 years, Crawford has solved the world's claims handling challenges and helped businesses keep their focus where it belongs—on people. We bring together experts from around the world to offer comprehensive, intelligent solutions to our customers.

9K employees

50K field resources

70 countries

\$14B annual claims payments

verified damage estimates to ensure compensability. Crawford also managed the financial aspects of the recall, from customer refunds to repair shop payments.

Crawford's proprietary Recall 360 dashboard provided complete transparency into the claims process by displaying tracked and recorded metrics associated with each claim such as claim volumes and types in real-time, call volumes, claim payments, claim notes, and reserves. Having this information on hand enabled our client to have an ongoing view of the recall's impact.

The results

During the few short hours the incorrect fuel remained in the pumps, thousands of customers were impacted, resulting in substantial indemnity payments. Thankfully, the rapid response provided by Crawford allowed the client to maintain its strong reputation as an organization focused on a positive customer experience. Crawford contacted affected customers and remedied each situation within a matter of days, as opposed to the weeks or months it could have taken without proper handling. The detailed information provided in Crawford's Recall 360 dashboard enabled quick settlement of claims and helped mitigate the risk of increased time and financial cost associated with litigated claims.

As a result of Crawford's involvement, the client was able to focus on its brand and its customers knowing that Crawford's Recall 360 was there to promptly provide resolution.

As a Crawford company, Broadspire is based in Atlanta, Ga. Services are offered by Crawford & Company under the Broadspire brand in countries outside the U.S.

Rapid response from Crawford's Recall 360 team

