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**Crawford & Company® UK Announces *Customer First* initiative**  
*Customer First Combines the Best of both Crawford & GAB Robins Customer Operations*

**London** – Crawford & Company® UK has announced its first initiative since the GAB Robins acquisition, combining the two organisations' customer service delivery models under single leadership.

The ***Customer First*** initiative will be led by newly appointed Customer Service Director for Europe, Middle East, Africa & Asia Pacific, Karl Bollard, and will combine a range of process and service delivery solutions, including Crawford's award-winning Expert Service Delivery and GAB Robins' Subs 90, Personal Claims Manager and Pathway systems.

***Customer First*** will continue Crawford's ongoing commitment to redesign and hone its processes around what clients and their customers really want from their claims services provider.

Ian Muress, chief executive officer, Europe, Middle East, Africa & Asia Pacific at Crawford & Company, says: "In the UK, where we have brought GAB Robins and Crawford together, we have the opportunity to create a market leader that draws on the very best of both companies, and puts customers at the heart of everything we do."

Clive Nicholls, chief executive officer, UK & Ireland added "Based on its pilot deployment, ***Customer First*** has produced stunning results for customer satisfaction, employee engagement and drastically reduced time spent on a claim without compromising quality. ***Customer First*** is now being rolled out across the UK business and will become the way that we work. I believe that ***Customer First*** will challenge the norm and be a step change to how claims management is viewed in the UK."

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“Under the *Customer First* umbrella, both businesses can use a single name externally with clients and customers to refer to Crawford’s approach which places customers at the centre of our business.”

Crawford’s previous version of its services package, known as Expert Service Delivery, secured the Business Partner of the Year award with Aviva at the 2014 *Insurance Times Awards*. To learn more about our work with Aviva, you can view this video at this link—

<http://uk.crawfordandcompany.com/media-centre/videos/customer-first.aspx>.

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**Notes to News Editor:**

**About Crawford®**

Based in Atlanta, Ga., Crawford & Company® ([www.crawfordandcompany.com](http://www.crawfordandcompany.com)) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford Solution™ offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company’s shares are traded on the NYSE under the symbols CRD-A and CRD-B.