

Zurich's WIN team reaches out to 28 agents and brokers in South Carolina wildfire area

Wildfires in South Carolina, which continue to threaten one of the nation's busiest tourist areas, prompted Zurich's North America Claims' WIN (What's Important Now) team to reach out to 28 agents and brokers in the region to see if they need help. Zurich also deployed its Catastrophe teams to the region to begin assessing the damage to golf courses, churches and other commercial structures Zurich insures in the region.

Zurich Claims initiated the WIN program almost three years ago to bring distributors in catastrophe areas personal, pro-active service to help them keep their businesses running and help respond to customers. WIN service starts with phone calls to all affected distributors in the area, but has, depending on the event, expanded into everything from securing generators to handing out water bottles. The WIN team has responded to six events so far this year, touching 278 distributors.

"This program was a natural fit with our already successful CAT team services," said Mike Cincinelli, who heads up the WIN team. "It shows our brokers and agents that we realize customers aren't the only ones who need help when disasters hit. Distributors not only have to cope with their personal losses, they have the added stress and responsibility of helping customers through the disaster. We want to do as much as we can to make it easier for them."

According to Rick Morgan, North America Claims Property Manager, CAT team members were dispatched to the area Friday, April 24. "This fire continues to spread and our focus at this time is ensuring that our distributors and customers are safe and have everything they need," said Rick. "Once we are allowed into the area, we will be well positioned to respond to their needs and help them back on their feet. These are times when our work really differentiates us from our competitors."

Cincinelli reported that, while none of the distributors reached in the area had any immediate needs, many related stories of family and friends affected by the wildfires. He commented, "Even though none of the agents needed help from us at the moment, they all seemed to appreciate the call."