

# ENABLING GROWTH THROUGH INNOVATION AND STRATEGIC ENGAGEMENT

## Region:

North America

## Client:

Global  
Insurance Carrier

## Project or Retainer Name:

Enabling Growth Through  
Innovation and Strategic  
Engagement

## GB Services:

- Customized service platform
- Innovation and analytics
- Customer private labeling
- Talent acquisition and development

Following an acquisition, a global insurance carrier engaged Gallagher Bassett to build a completely new outsourced claims and account management function to support their projected rapid growth in North America. The carrier's overarching objective was to build a claims function that was an extension of their parent company's operating model, differentiating their product in a competitive marketplace.

The engagement faced a number of strategic challenges. Including addressing the need to create a dedicated staffing model, private labeling of products and services and IT related requirements that were evolving in real time.

## Our Approach:

To assist the newly formed operation we established a solid foundation from which they could reach their ambitious goals. Gallagher Bassett designed a dedicated service model with the flexibility to scale up as the business grew. Partnering with Gallagher Bassett's Talent Acquisition and Development team and the client's claims leadership, qualified resources were identified and on-boarded and desk-level operations were customized to accommodate experience level and workload.

Dedicated operating branches were established for Workers' Compensation and Liability, while a dedicated Client Executive offered the carrier the convenience and certainty of a trusted partner across a number of strategic initiatives.

In addition to targeted resourcing, Gallagher Bassett oversaw the implementation of IT systems including RMIS, mobile apps and intake platforms.

## Results/outcomes achieved:

With the expertise and resources to support our client's aspirations, Gallagher Bassett has played a vital role in their exponential growth. This is reflected in the carrier's decision to appoint Gallagher Bassett to engage in their 'rest of world' expansion plans.