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### **Crawford launches BrokerCare iNOL®**

**London** – Crawford & Company has launched the next generation in first notification of loss, improving broker, insurer and adjuster collaboration in the claims handling process.

Engineered following an intensive period of consultation, iNOL is a direct appointment system for brokers that can help improve efficiency and control costs by directing appropriate resources to a claim.

The system allows brokers to immediately appoint Crawford online and select the adjusters they want to handle their claims by choosing from a selected geographical location or the skill set they require. It was created in response to market need illuminated by Crawford's own research, including the 2012 BrokerCare Survey. Released at this year's British Insurance Brokers Association Conference, the survey found that almost 71 percent of brokers prefer direct instruction of adjusters.

“Whether or not a broker may instruct an adjuster directly in some cases is a decision out of their hands, but the vast majority of brokers who responded to our BrokerCare Survey expressed a need to call on their preferred expert when handling claims on behalf of valuable clients,” explains Greg Gladwell, CEO of UK & Ireland for Crawford & Company. “As prime contractor, insurers take differing views on direct instruction, so we have worked with a number of leading carriers to help build in greater choice and flexibility for brokers who prefer this method.”

Stephen Odong, Claims Handler at Jelf Insurance Brokers, explains the benefits of direct instruction: “Instructing direct is important because while it only saves us a few hours, sometimes that can mean the difference between a claim being dealt with on the same working day or not. Of course the adjuster normally needs to authorise their action via the insurer, but I find that this way round is more efficient than if we have to notify the insurer first.”

“We have had a fantastic response to iNOL so far,” adds Gladwell. “The system was demonstrated to brokers at the BIBA Conference in Manchester and has been extremely well received, with a number of broking firms signing up to use it. We hope that with the benefits of efficiency and ultimately customer care, the industry can make good use of a flexible system like iNOL.”

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**Notes to News Editor:**

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 System of Claims Solutions<sup>SM</sup> 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 CRDA and CRDB.

