

*at your service*  
Hospitality and C&I news

# FIA AWARDS

WE ARE **THRILLED TO HAVE WON THE 2012 FIA UNDERWRITING MANAGER OF THE YEAR AWARD** THIS YEAR. IN OUR 13 YEAR HISTORY THIS IS OUR **MOST PRESTIGIOUS AWARD** THAT WE HAVE EVER WON AND WE ARE **SO EXCITED ABOUT THIS.**

Last year we had a deliberate strategic initiative and implemented an internal drive for all our staff to go the extra mile for their brokers. We sent out a broker survey asking our brokers how we can improve our service and we improved in all areas of our business. It is such an honour to have won knowing that our "going the extra mile" campaign worked and getting the recognition from our valued brokers is by far the best reward we could have ever asked for.

Rory Gainsford, our Executive Chairman, and I believe that whilst policy wordings and pricing are important, both of those can quite easily be copied or adapted by competitors and are not a sustainable advantage over the longer term. But what can well result in a sustainable advantage is to have good relationships with your intermediaries and to provide them with top class service. We've also placed a strong focus on our claims area, because



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in essence we sell people a promise that if they should have an unfortunate loss, we will be there to settle it quickly, sympathetically and fairly

The FIA awards are very important in our industry and encourage healthy competition with all UMA'S / Insurers to provide good quality service to their brokers who then in turn can pass this on to the policy holder.

We would like to take this opportunity to thank all our brokers for their support and for voting for us. We will continue to provide the best service as voted by you.