

## Providing guidance and support every step of the way

We give your clients clear expectations and allow them to claim with confidence



Clients understand what needs to happen and why, when and how it happens, and who's responsible



Clients feel we make things simpler by finding ways to reduce the burden of claiming



Clients have the support they need to get on the path toward the life they love



Clients are confident our processes and decisions are fair and reasonable



Clients are certain their claim is handled by people who have support to do the best they can

### THE CALL FOR HELP

### THE CHALLENGES OF THE UNKNOWN

#### WHAT WE DO EVERY DAY: OUR KEY BEHAVIOURS



Listen to your clients



Have better conversations



Make it easier



Provide options and choices



Focus on outcomes

### THE RESOLUTION

### THE DEFINING MOMENTS