

Linking Your Profits to CSI Field Claims Adjuster Model

The Facts are based on information provided by CSI Complete

THE FACTS

Annual Written Premiums	1.5 Billion
Average Premium per Customer	\$750
Number of Field Claims Adjusters	500
Surveys/Adjuster/Year	120
Number of Yearly Surveys	60,000 ¹
Number of Hot Sheets	7200 ²
Service Recovery on Hot Sheets	5760 ³
Non-Renewals	3900 ⁴
Market Research Investment	\$255,000 ⁵

Return On Investment: Service Recovery

ROI: SR

Number of Hot Sheets (service recovery opportunities)	7200
Service Recovery on Hot Sheets (80%)	5760
Retained Customers (30% of 3900)	1170
Revenue represented by retained customers	\$877,500

ROI: 3.4 - 1.0

1. CSi Complete recommends 30 surveys per quarter per adjuster, or 120 per year, for statistical reliability.
2. Based on 12% Hot Sheet return from CSi Complete study
3. Based on 80% Service Recovery. CSi Complete customers attain 90% service recovery, so this figure should be conservative
4. Based on January 2004 CSi Complete study asking insureds if they planned on renewing their policy after a claim. 6.5% said they did not. $60,000 \times .065 = 3900$
5. Estimate based on discounted rate of \$4.25/completed survey. Other factors may apply.

