

BUILDING LOYALTY

**“HOW ARE WE DOING?”
WE CARE ENOUGH TO ASK,
LISTEN AND IMPROVE.**



Claims can be stressful. Excellent service can make all the difference. That's why, when you have a claim with The Hartford, we'll call to make sure you're pleased with our service.¹

WE CARE ENOUGH TO ASK

Asking. We believe it's the best way to evaluate ourselves and keep the conversation with you open and honest. So we call early in the claims process to see how we're doing.

QUESTIONS? WE'RE ON THEM

If you share a question or service issue during the call, we'll transmit an electronic service alert directly to your claim handler's supervisor. And the supervisor will address the issue within 24 hours.

**TIMELY CLAIMS SURVEYS
THAT RESPECT YOUR TIME**

Toward the end of a claim, we'll email you a survey to gauge your experience. So you can give us timely input without giving up a lot of precious time.

**TAKING CUSTOMER
FEEDBACK SERIOUSLY**

When you comment, we act. We listen to recorded comments, using sophisticated software to analyze the comments and survey text. Then we use what we learn to improve your customer experience.

**LISTENING AND BUILDING LOYALTY
FOR 200+ YEARS**

At The Hartford, we know that customers are the only ones who can say whether our service meets their expectations. That's why we work so hard to understand customer needs and create the best possible claims experience. Better customer relations leads to strong customer loyalty.

24HOURS

We address questions or concerns about claims within one day of a service alert.

YOU CAN TALK TO THE HARTFORD. We're looking forward to being in touch.



Business Insurance
Employee Benefits
Auto
Home

¹ Part of The Hartford's patent-pending Claims Customer Loyalty Process. Not all claims are included in the surveys.

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