



# Criterion

A Charles Taylor company

NEWSLETTER - MARCH 2024

## Welcome

I'm thrilled to share some exciting updates with you.

Despite the challenges we faced in the industry last year, I'm delighted to report that we've managed not only to retain our incredible talent but also to attract new members to the Criterion family. It's a testament to our resilience and commitment to growth.

In January, we happily welcomed three new adjusters to our team after a meticulous selection process. Their arrival couldn't have been timelier, as we geared up to tackle the surge in storm claims following the festive season.

With these new additions and our expanded locations, Criterion now stands out as one of the very few High Net Worth adjusting companies offering full coverage across the UK. What's more, our global team of experts is at your disposal, ensuring we handle Home Foreign claims with our unique 'Criterion' touch.

At Criterion, we pride ourselves on delivering a personalised service tailored to both our clients and their customers. Our philosophy remains unchanged: to prioritise the best customer outcomes while upholding our ethos of being big enough to deliver, yet small enough to care.

I want to take this opportunity to express my heartfelt gratitude for your unwavering support. It's thanks to partners like you that we can continue to thrive and evolve. I eagerly anticipate further strengthening our relationship and achieving even greater success together.

Warm Regards,

Helena Evans | Managing Director



# Big enough to deliver, small enough to care...

Imagine your elderly dad, walking out of his kitchen one evening just before Christmas, when a car comes crashing through the wall of his cottage, stopping just metres from his feet. Imagine how he feels ..... totally shocked, afraid, angry, scared, overwhelmed, panicked, homeless...

This, as an adjuster, is often what you are dealing with when you arrive on site.

Of course, there are questions you need to ask, information you need to gather, and technical decisions you need to make, but the first and most important thing is that you need to listen, give your time, and hear their story. This is the irreplaceable human side....

There is a natural feeling of wanting to do all you can to make things better, make a customer feel safe and look after them through their emotional journey ..... as if it was a close friend or a member of your family.

Whilst there are technical decisions to be made, the overriding focus throughout a claim is being there for the customer throughout their claims journey, showing them that there is light at the end of the tunnel and making them feel you genuinely care ...because you do.

*“People will forget what you said,  
People will forget what you did, but people will never forget how you made them feel”*

**Maya Angelou**

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*“Thank you for everything you have done for us, your kindness, concern and generosity has been extraordinary and taken a huge pressure off me with regards to finances. We were very lucky to have you.”*

*“I am most grateful for your compassion, empathy, and professionalism throughout the whole stressful process.”*

*“You have always been compassionate and understanding of the situation we have been in. I can't imagine how stressful this whole situation would be for someone who is on their own without family support, but feel confident that you are the person to support and guide.”*



**We recently appointed Neil Stephens, as Director - Head of Major Loss & Operations, to oversee our Major Loss division and enhance the level of service and excellence we offer our clients.**

We recognise the importance of strong partnerships and collaboration in Major Loss claims, and we are committed to working closely with our clients using a truly collaborative approach that produces the best and most cost-effective outcome for all stakeholders of a major and complex loss claim.

I am pleased to report that this approach has gone from strength to strength, and the enhancements to this service are being well received by our clients. We believe that our interconnected model, which begins and remains within the High Net Worth environment, is the future of major and complex loss claims handling in the High Net Worth market. This is currently being tested with recent instructions involving multimillion-pound fires at some prestigious High Net Worth properties.

# The common thread...

**Our growth strategy hinges on maintaining the core expertise that defines Criterion:**

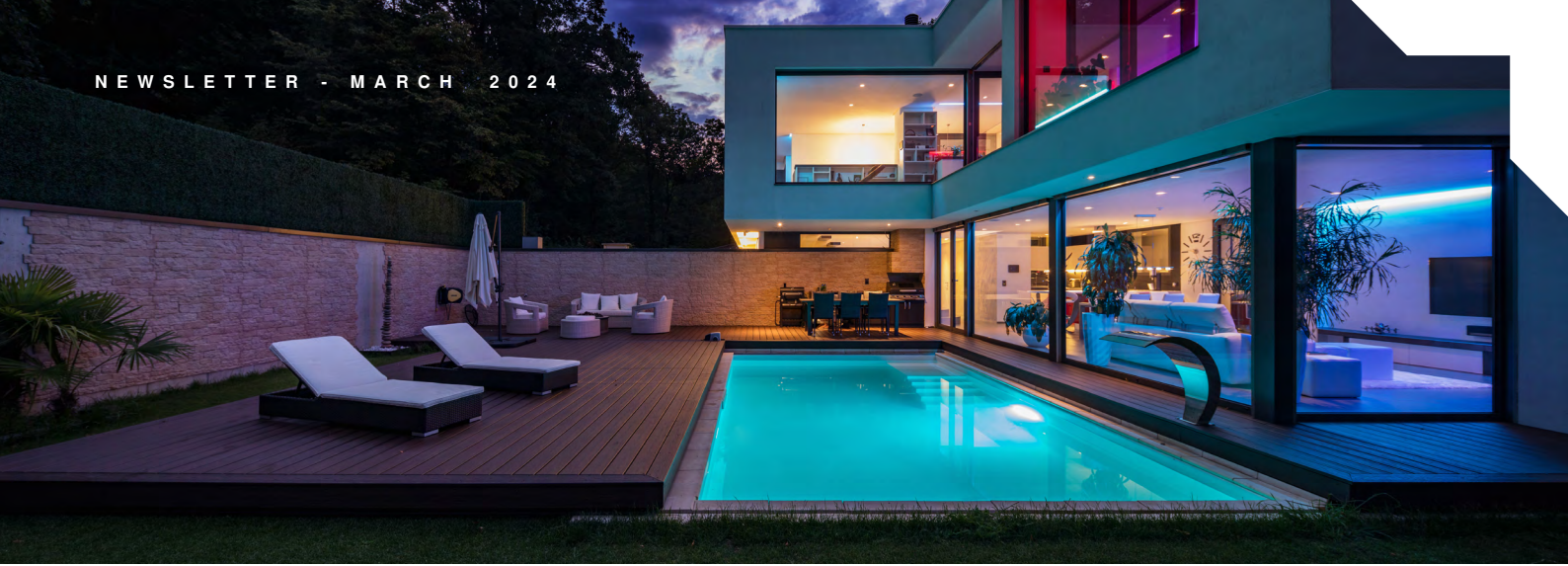
***our proficiency in serving High Net Worth clientele across various claims sectors.***

**This commitment remains steadfast as we navigate our expansion.**

As a member of the Charles Taylor Group, we benefit from unparalleled access to technical support and a team of specialists capable of tackling complex claims on a global scale. This partnership empowers us to deliver exceptional results consistently.

For instance, our collaboration with the Marine division at Charles Taylor exemplifies our ability to leverage collective expertise. In a recent case involving a super yacht claim, Criterion seamlessly integrated its expertise in managing personal contents aspects with the Charles Taylor team's renowned marine engineering acumen.





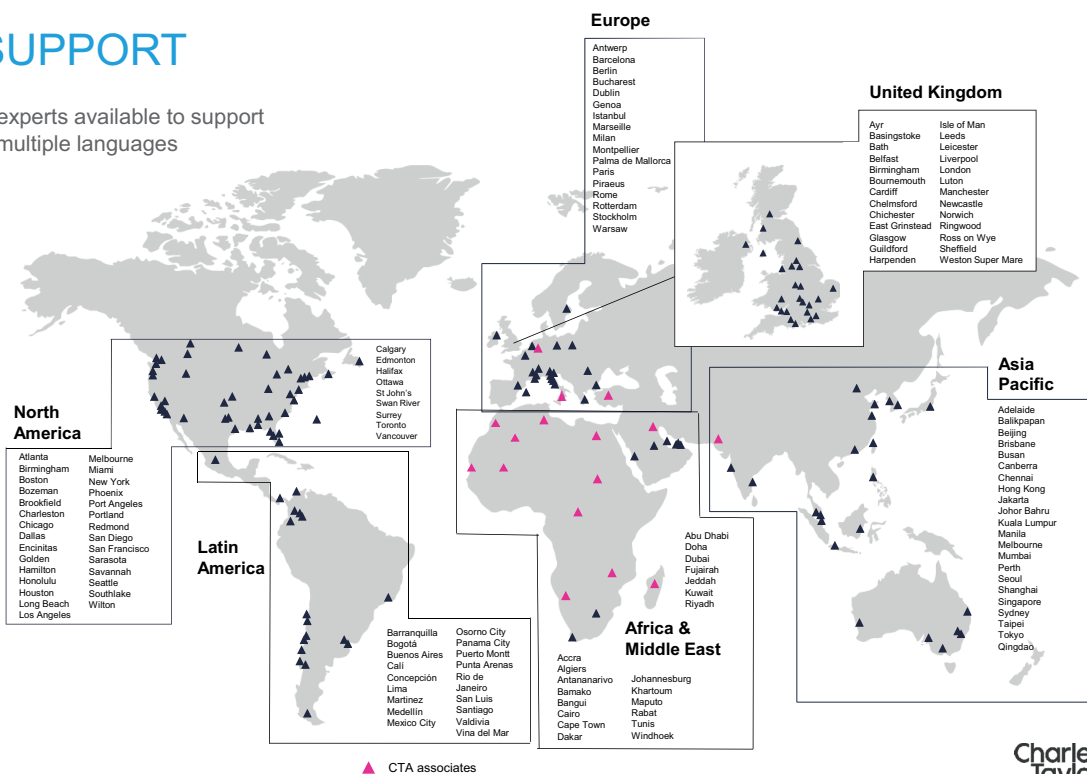
Similarly, in Goods in Transit claims concerning High Net Worth individuals, we leverage local adjusters within the Charles Taylor Group for site visits when necessary. Throughout the process, Criterion maintains direct communication with customers, ensuring the hallmark High Net Worth service is upheld regardless of location.

The synergy extends to Home Foreign claims for second homes as well. With Charles Taylor's support, we tap into a vast network of loss adjusters with intimate knowledge of local markets. This collaboration ensures a seamless handling of claims from initial notification to resolution, leveraging the combined expertise and skill sets of both entities.

**In essence, our partnership with the Charles Taylor Group enhances our capabilities and reinforces our commitment to delivering excellence across all facets of High Net Worth claims handling, no matter where they arise.**

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# New faces at Criterion

Criterion continues to invest in its service and loss adjusting capability by attracting new talent. We are therefore delighted to welcome three new adjusters to the business.



**Greg Crease**

**Greg Crease** is a Senior Loss Adjuster with a wealth of experience in the adjusting industry, spanning over 30 years. His started as a trainee adjuster and over the years Greg has taken on increasingly senior roles, with significant experience in the Mid and High Net Worth market, in recent years becoming involved in complex high-profile cases, demonstrating communication skills and an ability to manage expectations.

Greg will play a central role in handling claims across the Southeast.

Outside of work Greg enjoys snowboarding, kitesurfing, sailing, or for more relaxed downtime, making rustic furniture from reclaimed wood.



**Laura Nash**

**Laura Nash** joins Criterion from a national loss adjuster.

Laura started her insurance career as a claims handler with a major insurer then moving into adjusting where she has experience in both Third and First Party property claims Over the years Laura has developed and mastered her soft skills, showing the highest level of empathy and is very customer focused. She has received exposure to a variety of areas within insurance, including injury and disease claims, environmental, domestic property, subsidence, and construction with a varying degree of complexity.

Laura will handle claims across the Midlands area.

Outside of work Laura enjoys walking the dog, or hiking, particularly involving World War II historical landmarks, including a visit to Hitlers golden elevator in the Alps.



**Helen Stanley**

**Helen Stanley** has a background in major loss claims.

Helen's insurance career also began when she joined a major insurer as a Claims Insurance Advisor. She entered Loss Adjusting in 2005 as a Claims Technician and became an external adjuster in 2011. Helen has spent the last 12-years handling property insurance claims, during this period, she spent some time working in Queensland, Australia following a cyclone event and transferred to this location for a 2-year period, returning to the UK in 2017.

Over the years Helen has handled commercial property and domestic general and High Net Worth claims of all values, with a focus on domestic Major Loss since 2017. She is a member of both the Chartered Institute of Loss Adjusters and the Chartered Institute of Insurance.

Helen will operate across Central England.

Outside of work Helen enjoys long walks with friends, spending time with family, cafes and brunching, always!