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# Enservio to Extend "Making it Right" Web Series Highlighting Exceptional Claims Professionals

By

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HEADLINE2 Successful Web Series Launch Spurs New Episodes Coming This Fall

NEEDHAM, MA, Aug 20, 2014 (Marketwired via COMTEX) -- Enservio, Inc. today announced its popular "Making it Right" web series profiling insurance claims professionals will launch new episodes in the Fall. In the series, claims pros recount their personal stories of helping insured homeowners cope with tough situations and extraordinary losses. Because the videos have been so well received, including thousands of views on social media channels, the company will produce additional one-on-one interviews with claims pros who have gone beyond the call of duty to service their insured customers.

"The mission of 'Making it Right' was to shed light on these passionately committed individuals who make it their everyday business to prepare for the worst so that their customers can expect the best," said Christine Washburn, Senior Vice President, Marketing. "Building on this momentum we're excited to produce additional video interviews with claims pros who go that extra mile to help homeowners restore their lives. We continue to search for candidates who are willing to share compelling and memorable stories."

"It would be wonderful to see the insurance industry treat their adjusters better, for sure!" said a reader in a related

news post about the web series. "They are often seen as adversaries by policyholders due to a mainstream misconception about insurance as a whole.... So glad Enservio got the point!" [Source: New Enservio Web Series Honors Claims Adjusters as Heroes]

"Making it Right" Episodes 1-4 in Brief

"A Christmas Story" is the theme of the first episode, featuring Otto Kieslich from Universal North America as he recounts a holiday fire that destroyed a Christmas tree in a family's new home -- but not the family's spirit -- thanks to Otto's efforts. "You can't control when bad things happen to good people," explains Otto, "but you can control the way we as the insurance carrier respond to that tragedy and treat the insured."

"The Art of Connecting" profiles Trevor McDonald, Claims Network Manager from the MSA Group. In this second episode Trevor mentions how his wife received something of a "baptism by fire" during one claim. Trevor's wife accompanied him on the initial claim visit, meeting the family at what was left of their home. "It ended up being a hug-fest," Trevor explains.

"Beyond the Policy" is a prime example of pros who go that extra mile to get customers back on track. An insured with a claim of damage from "a ghost" didn't exactly fit traditional underwriting clauses. This third episode stars Vice President of Claims Eva Mowry of Security First Insurance of Florida, "Even though there was no coverage under the contract, there is always service and caring -- we continued to call the homeowner every day until we got him help because that's what we do."

"Get in the Bathroom" showcases Rich Hanlon, Director of Claims for Universal North America, as he tells a terrifying story of how a family took refuge in the bathroom of their home during a powerful tornado. The family emerged from the bathroom to discover all that was left of their house was the bathroom. "That is one claim that has always stuck with me and even though I've seen other devastation, I don't remember a story that has impacted me the way that one did," said Hanlon.

Enservio encourages the industry to freely share the "Making it Right" videos on websites, YouTube and other social media channels. The videos can be used as training for novice adjusters and for motivational purposes. Enservio is seeking new candidates to interview for the series. To view the introductory trailer and all current episodes, please visit [www.enservio.com/makingitright](http://www.enservio.com/makingitright).

About Enservio, Inc. Enservio(R) software and services help you solve one of the biggest issues in property insurance -- knowing what's inside an insured's home or business. This visibility helps you right-price your policies upfront, settle claims quickly and accurately, manage replacements to keep customers happy, as well as run your business more efficiently. Founded in 2004, we are headquartered in Needham, MA, with offices and professional staff across the U.S. Enservio is a strategic partner of the National Insurance Crime Bureau (NICB) in their continued fight against insurance fraud. For additional information, please visit the company's web site [www.enservio.com](http://www.enservio.com) or call 888.567.7557. Connect with Enservio via LinkedIn (<http://us.linkedin.com/company/enservio>), Twitter (<https://twitter.com/enservio>), and Facebook (<https://www.facebook.com/enservio>).

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