

## IPB Insurance Pothole App

DEDICATED POTHOLE NUMBER

01 6396645

## Introduction

As part of our drive for continuous improvement in claims processes, we are pleased to introduce the new IPB Pothole App. We understand that managing pothole claims can take up a significant amount of time for Local Authority Insurance Handlers and Customer Service Teams.

The Pothole App will significantly reduce the administration burden of managing pothole claims for Local Authority Insurance Handlers and Engineers. A recent analysis of pothole claim data revealed an average life-cycle of 126 days and as many as 16 touch-points between IPB and the Local Authority in the course of administering a single pothole claim. Given the low average value of pothole claims, this level of engagement is an inefficient use of resources.

This initiative has been developed in conjunction with a small group of Local Authority Members who have kindly contributed to the pilot project.

## **Pothole App Process**



Callers to the Local Authority reporting a pothole type claim are referred to a dedicated IPB Claims Phone Number STEP 2

IPB staff will engage with the caller and text their mobile phone with a link to the app, or post a paper claim form to individuals who are unable to access the app

STER

Claimants can
use the app
to "self-report"
pothole type
claims and
upload digital
images of the
locus and any
vehicle damage

STEP

When the required information has been entered by the claimant, the application is submitted to IPB for claims handling and a decision on liability

STEF

A Notification email issues automatically to the Local Authority within an hour of the claimant entering GPS coordinates on the app