

# WELCOME TO SCAclaims.com



- Our portal can be used by every vehicle owner whose vehicle is seen by **SCA Appraisal Company**
- SCA is the first appraisal company to provide the owner a portal to view and interact on their vehicle inspection
- Vehicle owners will be directed to the portal within an hour of SCA receiving the assignment
- Our portal is viewable from desktop and mobile platforms and improves customer satisfaction by including the owner in the appraisal process.

## TO GAIN ACCESS

Vehicle owners must enter some information easily accessible to them

- 1 SCA File Number
- 2 Last 4 digits of phone number



### REVIEW AND UPDATE INFORMATION SECTION

- Shows owner where inspection is set to occur
- Allows owner to update the inspection location
- Instant notification to appraiser if any changes are made



### SELECT METHOD OF CONTACT SECTION

- Owner choice and engagement is the goal of our portal
- Facilitates communication between appraiser and owner
- Instant notification to appraiser if any changes are made



### SCHEDULE APPOINTMENT SECTION

- Allows owner to advise their appraiser of a preferred date and best time of day for the appointment



### APPRAISER PROFILE SECTION

- It is important that the appraiser make a connection with the owner to act as a resource for information and answers
- Gives owner comfort knowing exactly who they can expect
- Various contact points will be smartphone or email links



### INSPECTION SURVEY SECTION

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- Allows owner to communicate directly to SCA with feedback
- Owner feedback is an important measure of our success
- Provides owner a way to have final estimate emailed to them



1-800-572-8010

# CUSTOMER SERVICE MEETS INNOVATION WITH SCA APPRAISAL

## SCAclaims.com

Bringing greater customer service to the appraisal process.

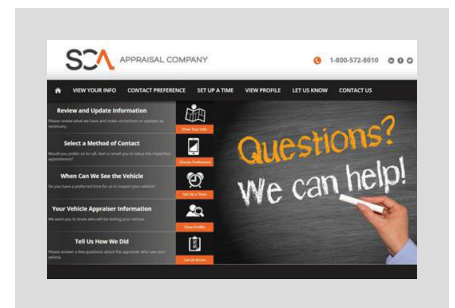
- ▶ Geared toward improving customer satisfaction
- ▶ Available 24 hours a day, 7 days a week
- ▶ Viewable from multiple devices
- ▶ Owner directly communicates with appraiser

## ABOUT SCA

There is no such thing as a 'typical' customer, and SCA isn't a 'typical' appraisal company. Always on the front lines of innovation, SCA brings decades of experience and hundreds of highly-trained professionals to the appraisal industry across numerous states.

The pressure is on to bring greater customer service to virtually every industry on the market these days, and the appraisal market is not exempt. **SCAclaims.com**, an innovative new web portal released by SCA Appraisal, shifts the focus to the customer in the appraisal process.

Geared toward improving customer satisfaction by involving the owner in what is often a hands-off appraisal process for the consumer, the **SCAclaims.com** portal is just one component of a comprehensive customer service enhancement suite, which includes an interactive phone system and a forthcoming owner-centric mobile app. Now, every owner whose vehicle is seen through SCA Appraisal will be able to view this portal and have full access to the entire customer service enhancement suite. As Jeff White, head of SCA's strategic initiatives, stated, "many of our insurance carrier partners have asked what steps SCA can take to foster a better owner experience during the appraisal process. Basically, how can we help to improve customer retention? Our response is **SCAclaims.com**."



SCA Appraisal, the only family owned national franchise appraisal company in the country, is the first appraisal company to provide owners with this level of transparency in the appraisal process and such a high level of owner involvement with their vehicle inspections. The process is simple. Within an hour of SCA receiving the assignment, vehicle owners are directed to the new portal where they get a bird's eye view of the appraisal process. The portal is viewable from multiple devices: it's both desktop and mobile-friendly. Vehicle owners can then easily view their upcoming vehicle inspection without a time consuming website pre-registration. Multiple levels of contact are offered to consumers: direct access is sent to owners via SMS text or via email link. As the website portal is available 24 hours a day, 7 days a week, it empowers owners to access their information when they need it.

Owners receive information and options when the claim is initiated with SCA Appraisals. This process facilitates communication between the appraiser and the owner, taking some of the burden off the insurance adjuster. Owners are able to directly communicate to appraisers exactly where their vehicles are located to complete an inspection. Appraisers use the web portal to quickly convey information about the process, share vehicle images and various contact points. Owners are able to view an appraiser photo and see a brief outline of qualifications and experience and reach out with any questions or concerns.

Choice and owner transparency are two main goals of this new initiative toward excellent customer service in the appraisal industry. Vehicle owners gain new trust in the process when they are given the opportunity to make a real connection with appraisers. This new initiative toward fostering communication from SCA Appraisal is in line with the company's goals of bringing the highest level of appraisal service to insurance companies and their customers. Timothy W.P. Davis, SCA president, commented, "I am thrilled that we are successfully pointing technology toward the consumer. Elevated expectations of the modern vehicle owner demands interactive tools that bring engagement in the inspection process to their tablets and smartphones."

