



April 6, 2022

HOW USAA USES TECHNOLOGY TO DELIVER EXCEPTIONAL SERVICE DURING THE CLAIMS JOURNEY

Charlotte Creech

Executive Director, Innovation



The mission of the association is to facilitate the financial security of its members, associates and their families through provision of a full range of highly competitive financial products and services; in so doing, USAA seeks to be the provider of choice for the military community.

WE STARTED WITH A PROMISE

OUR REPUTATION



CARE | EMPATHY | TRUST | LOYALTY

“

(She) handled my case in such a way it melted my heart that a person I've never met really cared. When I hung up the phone with her **my loss didn't feel like a loss anymore.**

”

“

I can't say enough about how helpful everyone has been. **USAA is MY insurance company.**

”

“

Very quickly he **eased my mind**, gave us options on moving forward, and did so in a respectable and professional manner. In fact, I can share that I place his support in the **top 5 best customer experiences I have had in my lifetime.**

”

“

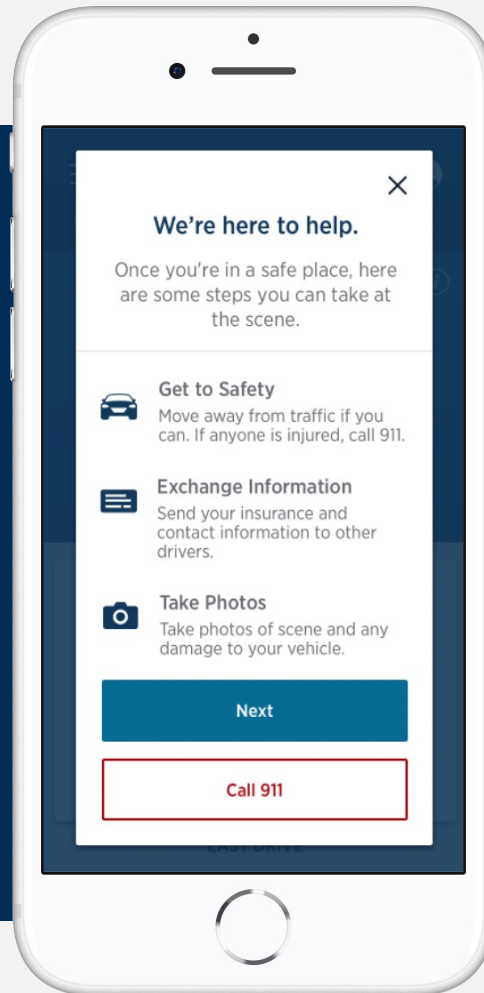
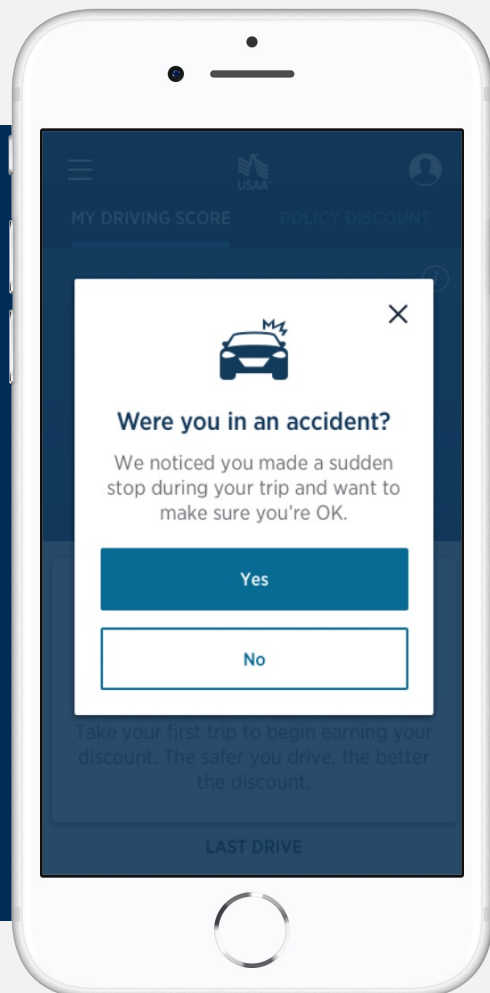
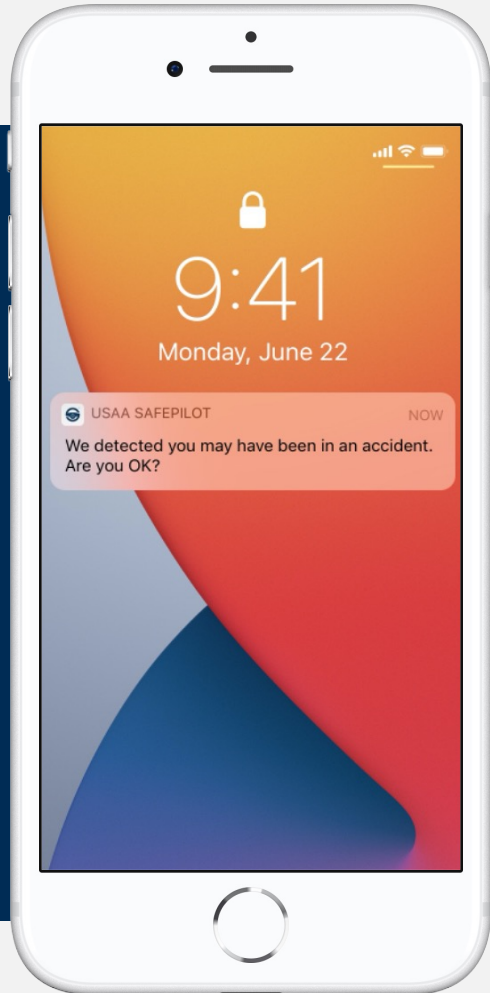
USAA **'had my back'**. Ms. Smith and especially Mr. Johnson, demonstrate the kind of corporate support retired USA military members have come to rely upon from USAA (in my case for over four decades). Thanks, team.

”



MADE FOR
THE MEMBER'S WORST DAY

PERSONALIZED EXPERIENCES



*"I was surprised...didn't know the app or my phone had that technology...I mean normally, when you're in an accident, you don't have that kind of help but for your insurance company to have that feature it's unexpected, in a good way. **To know that your insurance company could protect you in an accident...it's crazy good.**"*

- USAA Member

TELEMATICS ENABLED AUTO CLAIMS™



Step
1

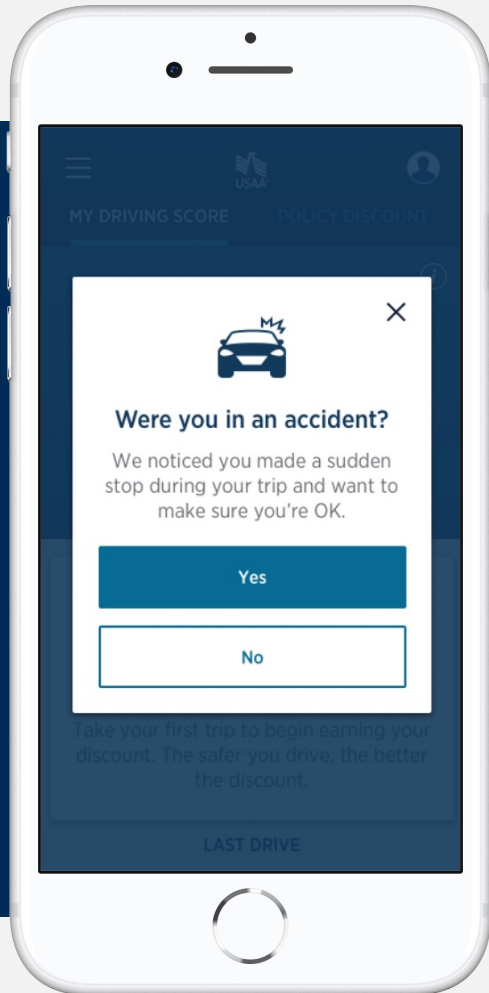
CRASH DETECTION

Possible collision is detected through the USAA SafePilot App.

Step
2

ADJUSTER VALIDATES DATA

Real time data enables the adjusters to focus on providing care to the member.



Describe damage to this vehicle

Work Phone Number

Owner's Employer

Owner's Work Phone Number

Insurance Company

Agent or Broker's Name

Policy or Binder Number

Agent or Insurance Co.'s Phone Number

DATE/LOCATION OF ACCIDENT

Time

Weather

Where accident occurred (City, Town, etc.)

(Street, Highway Name, etc.)

No of vehicles involved (if more than 3, use additional forms)

Report Number

VEHICLE NO. 1 (YOUR VEHICLE)

Driver's License Information
Copy from your Driver's License

Expires

State

Tag Number

State

Expires



A man in a military uniform is shown from the chest up, sitting in the driver's seat of a vehicle. He is wearing a camouflage uniform and a matching cap. He has a slight smile and is looking directly at the camera. The background is blurred, showing green foliage and a bright sky. The text is overlaid on the left side of the image.

MADE FOR GETTING IT RIGHT

At USAA, we're driven by an unwavering purpose.

We're here to make a difference in someone's life because they made a choice to make a difference in ours.

