



FOR IMMEDIATE RELEASE



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Crawford & Company® UK & Broadspire® UK attain their first Investor in Customers Award

Outstanding accreditation received for meeting customer needs

London – Crawford & Company® UK and its third party administration business unit, Broadspire® UK, are pleased to announce the completion of the “Investor in Customers (IIC) Award”, with the Company gaining IIC outstanding accreditation.

The Company opened its doors for a comprehensive review by a team of experts that surveyed customer perceptions, employees and management. Upon completion of the review, the team scored both Crawford and Broadspire highly for their understanding of customer needs, development of products and services to meet those needs, along with a variety of other metrics.

“The assessment was extremely rigorous and we are very pleased to have emerged with an IIC award,” says Greg Gladwell, chief executive officer at Crawford & Company for the UK and Ireland. “As a client-facing business, we aim to put the needs of our clients at the heart of everything we do, so to have a totally independent review of both Crawford and Broadspire UK’s approach is extremely helpful both as a guide to how we are performing and as a means of showing us where we should be focusing our efforts to improve.”

Investor in Customers provides an independent, academically approved benchmark that delivers detailed analysis and insights to help create an environment of continuous development. Investor in Customers focuses on helping organizations improve customer satisfaction levels, and the customer experience they deliver.

Qualifying organisations are presented with a unique award for customer service excellence with the IIC model focusing on four key principles:

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1. Understand your customers and their needs.
2. Develop products and services that meet those needs.
3. Strive to delight customers through the service you provide to them.
4. Develop loyalty based relationships.

In total, Crawford and Broadspire had a combined score of a 'good overall assessment and a leading two-star IIC outstanding award'. Clients rated both companies highly in both the 'understanding customer needs' and 'meeting customer needs' categories.

"Interestingly, in many categories, our customers rated our service higher than our own employees and senior management did, so I hope the people of Crawford and Broadspire realise what they are achieving here every day is special," adds Gladwell. "This gives us an excellent benchmark and shows areas where we can continue to grow and improve."

About Crawford

Based in Atlanta, Ga., Crawford & Company (www.crawfordandcompany.com) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford SolutionSM offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.

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