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Crawford Deploys Innovative Affinity Claims Technology for Insurers and Insured
*MyClaimsAgent and Affinity Portal Technology Offer Desktop and Mobile Claim
Task Management for Brokers, Clients and Claimants*

ATLANTA (February 18, 2014) — Crawford & Company has deployed the latest innovative product suite for its affinity claims business. Clients and brokers are now able to use the new Affinity Portal to submit claims, look up their status, and communicate with Crawford adjusters online using a computer or any major smart phone and tablet device. In addition, the claimant self-service technology called MyClaimsAgent allows claimants to submit supporting claim documentation online or using mobile devices. The new product suite dramatically improves client and claimant experience while significantly improving operational efficiency and work product quality through rules-based automation. The technology is customizable to specific needs and allows custom branding by insurers.

An intuitive step-by-step interface makes MyClaimsAgent and Affinity Portal easy to use for first-time claimants. Additionally, rules-based automation embeds flexible work flow into the process, end-to-end. Once the claim is submitted, Crawford team members are then able to quickly review and act on assigned claims. MyClaimsAgent comes with multilingual capability and allows custom branding by insurers. The site technology complies with the Payment Card Industry (PCI) data standard for organizations that handle cardholder information for debit, credit, prepaid, e-purse, ATM, and point-of-sale cards.

Affinity Portal—which is being deployed globally—makes it easy for brokers and insurers to securely submit a claim via the Internet and mobile devices. It also allows fully automated system-to-system claims intake, reducing manual data entry. The technology functions include claimant eligibility check and configurable validation mechanisms. Affinity Portal’s flexibility allows customization of claims on the front- or back-end, based on clients’ needs, enabling all parties involved in the claim to collaborate on each step in the claims intake and submission process.

MORE

Page 2 . . . Crawford Deploys Innovative Affinity Claims Technology for Insurers and Insured

Both Affinity Portal and MyClaimsAgent are available online and on mobile devices. To access Affinity Portal from iPhone®, Android® and BlackBerry® smartphones or tablets, users will download a Crawford Mobile Application from the app store of the related device: Google Play for Android, iTunes App Store for iPhone/iPad, and App World for BlackBerry.

MyClaimsAgent and Affinity Portal are integrated with Crawford’s claims management system, which is used as the back-end system for recording claim details and dockets.

“Insurers, claimants and brokers need sophisticated but easy-to-use systems that streamline claims submission and processing while protecting data,” noted Crawford President and CEO Jeffrey T. Bowman. “MyClaimsAgent and Affinity Portal are robust claims solutions that will continue to add capabilities as they evolve, and demonstrate Crawford’s strategic commitment to technological innovation.”

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 System of Claims Solutions® 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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