

Crawford iQ™ Frequently Asked Questions

Q: Why was Crawford iQ created?

A: *Due to the large number of IT applications and services utilized by Crawford's divisions, it became necessary to organize and categorize them to make things less confusing both internally and externally. Crawford iQ makes our state of the art technology approachable, accessible and uncomplicated.*

Q: How does Crawford iQ help me?

A: *From a sales perspective, Crawford iQ will enhance your ability to demonstrate our capabilities in a way that is easier for clients to understand. It can be used for comparisons verses our competition and ultimately demonstrate our pro-active capabilities and desire to maintain our position as a leader in the industry. From an internal perspective, Crawford iQ will enhance your ability to see how our systems work across the entire business and how your contributions fit into the overall model.*

Q: Why has Crawford iQ been broken down into four categories?

A: *This allows our technology to be easier to understand by dividing it into relevant groupings based on what each application does.*

Q: Who determines where a particular application falls under the list of categories?

A: *Ultimately, this is determined by Brian Flynn, global CIO & EVP of Crawford & Company. If you feel that an application is missing or a modification to any of the categories could be made, please direct your concerns to John_Harley@us.crawco.com.*

Q: My application seems to fit more than one category. Why is it not listed in the others?

A: *Each of the categories contains the five primary applications. Yours may still fall under it, but due to the large number, it has been decided to keep the list simple and less confusing.*

Q: Why is there only Crawford iQ? Why not Broadspire iQ?

A: *We are putting Crawford iQ in place to eliminate brand confusion. Broadspire falls under the Crawford umbrella of companies and the technological processes and services utilized by Broadspire are already contained by and described within Crawford iQ.*

Q: How will Crawford iQ be communicated?

A: *1) Message document
2) FAQ sheet
3) Sales training via Webex
4) eNews
5) GTS TechTalk
6) Intranet (Advertisements, CIO videos, etc.)
7) Internal meetings (Town halls, Emerging leaders, etc.)
8) CIO video series
9) Collateral insertion
10) Sales pitch materials
11) Internal/External Eblasts
12) Websites
13) Introductory video*

Q: How will Crawford iQ be branded?

A: *The initial campaign will be a bold blue standalone design, but as the offering matures and we use Crawford iQ in our collateral, it will roll into the "Crawford" branded look.*

Q: How does Crawford iQ integrate with The Crawford Solution™?

A: *Our technology is the power behind all of our offerings, products and solutions represented by The Crawford Solution™. From here on out, The Crawford Solution™ will be linked with a tagline reading, "Powered by Crawford iQ."*

Q: May I use the Crawford iQ introductory video in my presentations?

A: *Yes, please do.*

Q: Is Crawford iQ global?

A: *Yes, and should be used in all materials, in all business units, and in all countries globally.*

If you have any more questions that you would like to see added to this list, please forward them to John_Harley@us.crawco.com.