

Acuity Insurance: Rebuilding shattered lives

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Acuity announced that severe weather in Wisconsin during the week of June 12 continued a pattern of increased storm activity throughout the insurer's 30-state operating territory. Acuity has responded to its customers who have experienced storm-related losses of over \$130 million, the highest in the company's history at this point of the year. Acuity's Wisconsin storm losses alone in 2022 are greater than they were for the entire previous year.

"When disaster strikes, people can count on Acuity. In times of crisis, our claim service shines," said **Ben Salzmann**, Acuity President and CEO. "Acuity's mission has always been to rebuild shattered lives."

Despite the unprecedented amount of storm losses in 2022, Acuity's financial strength and stability is excellent. Policyholders' surplus, a key measure of an insurer's ability to fulfill its obligation to customers, finished 2021 at over \$3.2 billion (GAAP) and is the highest in the insurer's 96-year history.

"Our continued outstanding performance shows that our customers, employees, and independent agents can all depend on Acuity," Salzmann said.

Acuity's effective response to this year's unprecedented claim activity is built on a

combination of expert claims staff, proven processes, and effective field and home-office technology.

“When storms strike, Acuity is able to quickly deploy our claim resources to affected areas. We immediately triage claims, contact repair resources, and help people put their lives and businesses back together,” said **Jamie Loiacono**, Acuity Vice President – Claims.

Handling catastrophe and storm claims at Acuity involves teamwork. “Our call center, catastrophe team, home office claims staff, field claims representatives and managers, and property claims specialists all work together to provide the fastest service,” Loiacono said.

Also, while most insurance carriers wait for customers to report claims, Acuity takes a proactive approach. Using geocoding technology combined with storm mapping, the insurer identifies affected areas where it has customers, then contacts policyholders and insurance agencies to check on their well-being and see if there is any property damage. Acuity also utilizes social media, radio, and billboard advertisements to get the word out about how to get help.

“Feedback from agents and customers shows that we were one of the first carriers to make contact, and we follow through on what we promise,” said **Amy Pascoe**, Acuity Director-Catastrophe Claims.

Acuity’s claims promise includes 24-hour availability, meaningful same-day initial claims contact, a dedicated claims representative as the single point of contact throughout the claim, and prompt payments, typically issued within 24 hours of receiving estimates. This world-class claim service during times of catastrophe is a key reason the insurer maintains a 96 percent claim satisfaction rating from customers and claimants, compared to just 88 percent for the insurance industry.

The insurer's customer retention is also stronger among customers who have had a claim, and new business increases in areas that have been impacted by storms where Acuity's claims team has responded.

"When someone insured with a different company, who has been waiting days or weeks to even hear from their insurer after a storm, sees their neighbor who is insured by Acuity already having repairs made, the 'Acuity difference' is clear," Loiacono said. "We know what it takes to help customers repair, rebuild, and recover quickly."

Acuity Insurance, headquartered in Sheboygan, Wisconsin, insures over 125,000 businesses, including 300,000 commercial vehicles, and nearly a half million homes and private passenger autos across 30 states. Rated A+ by A.M. Best and S&P, Acuity employs over 1,500 people.