

## Crash Brokers breaks through wall

Many insurance brokers and their clients had grown to appreciate and depend on independent accident management specialist Crash Brokers since the service launched in 2004.

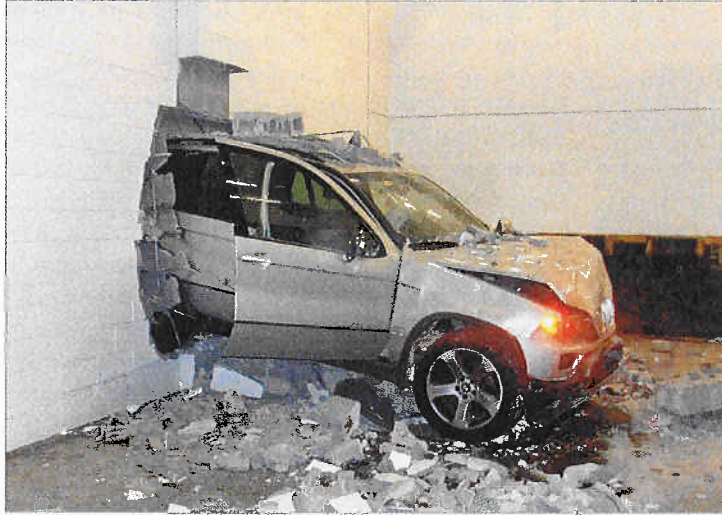
The company was again recognised in the 2009 IBANZ Awards, but is no more.

Managing director Karen Knight recently announced the company is now operating under the trading name Crash Management Services.

Knight says she sees the change as a very positive progression for the company and adds that the proposal had been very well received by the company's key business partners. She also explains the name change as being more representative of the increasingly broad range of services now provided to fleet clients.

Knight attributes the development to business manager Philip Tempest. The focus of Tempest's new role was to develop more value for the company's important insurance broker partners.

Tempest says, "We recognised that some market discomfort with our company name existed. There was also an indication of potential



customer confusion when our insurance broker partners refer their clients to Crash Brokers, so we knew we had to act fast."

Knight comments that despite the daunting prospect including the time, cost, and logistics, the name change is compatible with the company's increasing capability. She says the change also fitted well with Crash Brokers' approach to continuous improvement, innovation and desire to serve customers better.

Tempest says implementation has been seamless and that some of their broker partners are already

calling them "our crash management team".

"This is a great complement to us", he says, "and does give us confidence that we're turned the right corner."

So while Crash Brokers may have hit the wall, Knight says Crash Management promises to be even better.