CONTENTS SOLUTIONS

THE GO-TO GUIDE FOR PERSONAL PROPERTY RESTORATION

Vol.23, Issue 6

CONTENTS PROS' UNCOMMON SERVICE

HOW CAN WE HELP YOU ACHIEVE YOUR GOALS?

TAKING CARE OF BUSINESS ONE CHILD AT A TIME

CONTENTS PROS' UNCOMMON SERVICE

You probably remember the story about consultant Barb Jackson CR's team that took very old, very fragile, very wet photographs and reproduced them digitally for a grandma's collection.

Many companies would not have tried. Many structural teams would be far more interested in walls, ceilings and floors to be sidetracked by old snapshots.

Others have written about the challenges of cleaning and restoring photos. They explain that ultrasonics can't help, and even freeze-drying chambers can only dry them out – they can't remove mud or soot.

So, with the agreement of all parties, the pros engage in arduous, time-consuming techniques that involve emulsions, surfactants and cotton swabs.

And you may recall one of our authors who told of working in a "hoarding house," where money was discovered in shoes, roll-up blinds, coat pockets, etc.

One contents pro shared the story of an older customer who had Alzheimer's and would inadvertently leave trails of cash on the floor as he meandered through the house. The specialist and her team dutifully gathered it all up and put it on a table where he could "find" it.

Many contents professionals normally don't polish antique silver or brass (although they certainly have the solutions to do it) because they know that many collectors value the patina that develops on such metals over time. But all trained contents specialists clean soot off such surfaces. Soot contains acid and will most assuredly damage soft metals, discoloring and even pitting them.

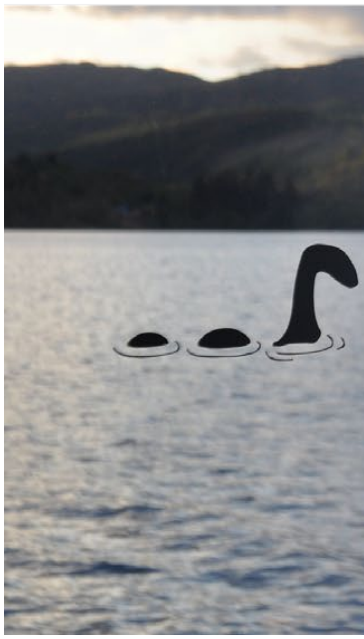
After cleaning the soft metal surfaces, the contents pros coat them with a neutral substance to protect them from further damage.

Again, some clients might not even know what to ask for and have to rely on the expertise and principles of the contents manager.

We have found collections of rare coins and paper money from many nations that we don't even recognize. And "tchotchkes" that appear to belong in a yard sale, but are of immense value to the insureds.

What do we do with them? We restore or preserve them according to the owner's instructions.

That is how professionals with integrity proceed. We won't let you or the homeowners down.



LLOYDS OF LONDON
INSURES THE LOCH NESS MONSTER

You might know the whiskey manufacturer Cutty Sark. You may have heard some years ago about the publicity stunt they promoted that offered over $2,000,000 to anyone who could capture the Lock Ness Monster.

But, did you know that they went to Lloyds of London to insure their ambitious offer just in case their little joke back-fired?

Lloyds thought it over for a while, then agreed – with stipulations. The monster, they said, had to be over 20 feet long and when caught and the agreed amount paid, the insurance company got to keep Nessie.

Do you remember the article about the contents team who couldn't save a little boy's Batman collection?

So they bought all the things that had been lost, then hired a "cosplayer" to dress up as Batman to present them.

This sort of thing doesn't happen all the time, but we like to think the mindset is a hallmark of the best contents teams.

A number of years ago, a manager told the story of one of his workers who tried to console a little girl who had found what was left of a melted Barbie doll, after a fire.

She was inconsolable.

The worker went home and came back with a Barbie doll from her own collection. It was in a box with tiny outfits, purses and jewelry.

The boss overheard her explaining to the child, "I know she isn't the same, but she was always one of my favorites. This one is maybe like a sister – I keep forgetting her name – maybe you can think of it. She's really glamorous…"

It was a lunch hour well spent.

Some companies claim to support their customers. Some actually do it.

WE NEED YOUR ADVICE

For some time, we have been gathering stories and articles that are meant to be of value to you.

We have shown how we can help agents get policy renewals.

We have shown how we can help adjusters look even better than they already do to their managers and policy holders.

In every issue we show ways to improve your bottom line and save serious money on virtually every job by restoring instead of replacing.

We write about how we help get stellar reviews for your carrier by exemplary care of your customers.

But now, we would like to ask you, "What sort of articles would be of most value to you?"

Just let us know how we can be of greatest service and we will follow your lead. You've got our number, just give us a call to see what we can do to help you achieve your goals.

PROVIDING YOUR CUSTOMERS A GREAT EXPERIENCE

PwC (an international consulting firm) conducted a survey of 15,000 people from 12 countries, then came to the conclusion, "Give customers a great experience and they'll buy more, be more loyal and share their experience with friends."

And, "… consumers point to speed, convenience, knowledgeable help and friendly service as the most important elements of a positive customer experience."

Every day that we go to work, we know that we are going to help someone. And we are strongly aware of the fact that giving your customers a great experience reflects well on you as much as it does us.

When we receive a stellar review on a job well done, it is a shared honor and a promise of future success.

COMING UP IN THE NEXT ISSUES OF CONTENTS SOLUTIONS

RESTORING VINTAGE TREASURES

HELPING FAMILIES FEEL SAFE AGAIN

MONEY SAVING TIPS FOR ADJUSTERS

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