



FOR IMMEDIATE RELEASE



**Crawford & Company (Canada) Inc. Launches Crawford iQ™  
The Crawford Solution Driving Forward Technological Innovation**

**TORONTO (September 9, 2015)** – Crawford & Company (Canada) Inc. has strengthened its ability to provide its employees and clients with the most advanced set of Information and Communication Technology (ICT) tools in the industry with the launch of Crawford iQ™. Our integrated, flexible and user-friendly systems and ICT tools provide our clients with easily accessible, accurate and simplistic data management solutions. Delivered in four easy offerings, Crawford iQ™ provides the intelligence that powers The Crawford Solution™, the most comprehensive, integrated solution for all corporate, broker, insurer and re-insurer claims administration.

Crawford iQ™ consists of high-quality technology, data and processes categorized into four offerings:

- **Crawford iQ Portal™** – Offers clients a gateway to access the work we do for them
- **Crawford iQ Claims Manager™** – Delivers a vast array of claims management solutions
- **Crawford iQ Analytics™** – Provides clients with claims analytics, dashboards and reports
- **Crawford iQ Mobile™** – Allows claims to be managed anytime, anywhere on PC's and mobile devices

[Click here to view a video on Crawford iQ™.](#)

Not only does Crawford iQ™ represent our suite of technological systems and service, but it serves to solidify our commitment to increasing efficiency in service delivery and client accessibility of pertinent data, and the enhancement of our ICT capabilities. Within the last few months, Crawford has made considerable strides on this front through the development of our data analytics capabilities with the establishment of the Command Centre and the launch of Crawford iQ Portal™.

The Command Centre, home of our Business Intelligence Unit, is powered by Crawford iQ Analytics™ — it serves to support proactive file management, catastrophic event response and other key service-driven functions, including stewardship reports, KPI reports, exception reports and dashboards. The benefit realized by our clients is the ability to access readily available key claim file data and benchmarks enabling them to engage in effective risk management and promptly respond to their insureds' request and claims handling needs.

“The Command Centre represents a key component of the Crawford iQ™ suite of tools, which have been further developed to enhance the customer experience through the efficient management of claim files and real-time access to pertinent information,” said Pat Van Bakel, president and chief executive officer, Crawford & Company (Canada) Inc.

Further to this, we recently launched Crawford iQ Portal™ ([www.crawfordiqportal.ca](http://www.crawfordiqportal.ca)), an enhanced version of our CMS Claims Management System™ web portal (formerly [www.claimsmanagement.ca](http://www.claimsmanagement.ca)). The Crawford iQ Portal™ provides our clients with a gateway to access the work we do for them. The enhancements made to the portal serve to heighten our clients' experience and capabilities.

“We remain steadfast in continuing to enhance and evolve our ICT capabilities to enrich our customers' experience. We look forward to sharing future developments with you,” added Van Bakel.

### **About Crawford**

[Crawford & Company \(Canada\) Inc.](#) is a wholly owned subsidiary of Crawford & Company. Based in Atlanta, Ga., [Crawford & Company](#) 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 Solution<sup>SM</sup> 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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**For more information, please contact:**

Gary Gardner

1-800-522-1380

[Gary.Gardner@crawco.ca](mailto:Gary.Gardner@crawco.ca)