

MediaRoom

## Farmers Insurance Unveils iClaims Application for Customers

PRNewswire

Meeting the needs of its customer's mobility, Farmers Insurance Group today unveiled its new iClaims application for customers who use an iPhone or iTouch . The new iClaims app allows Farmers customers to immediately file an insurance claim, no matter where they may be - even at the scene of a traffic accident. The secure application is free to Farmers customers.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080605/LATH062>)

"The new iClaims application allows Farmers Insurance to enhance its already excellent customer service 24-hours a day, seven days a week," said Bryan Murphy, Farmers Insurance Chief Claims Officer. "With more and more people using their iPhone to meet the demands of everyday life, the Farmers Insurance application provides instant service when our customers need it the most."

Farmers customers' agent information can be permanently stored so that they are just a click away from contacting their agent for immediate service. With the use of the iClaims app, a customer is in instant contact with a Farmers HelpPoint representative. Pictures can be taken at the scene of an accident and then emailed . This allows for faster claims processing.

In addition, the application also allows Farmers to alert customers when severe weather is threatening; find Farmers vendors and services; and lets customers take a photo inventory of their home and store or email the pictures from their iPhone or iTouch.

To get the iClaims application: Go to the App Store from an iPhone or iTouch (requires WiFi connectivity), select the search button, type in Farmers, and from the result list select the Farmers iClaim application. From the iClaims description page select the install button. It's that simple and there is no computer required. Alternatively you can go to the iTunes App Store from your computer and search for "Farmers." Click on the iClaims application, from the description select the "get app" button, and the next time the customer syncs the iPhone or iTouch, the application will be installed.

Get more information and a link to the app by visiting [www.Farmers.com](http://www.Farmers.com) or find it on a local your Farmers agent's website.

### About Farmers

Farmers is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may be. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit our Web site at [www.farmers.com](http://www.farmers.com).

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