

Farmers Insurance Wins Two Awards for Transformation of Claims Operations **Pegasystems Awards Gold North America Global Award for Excellence and First Place for Enterprise Systems in the Innovators Awards**

LOS ANGELES, Dec. 14, 2010 /PRNewswire/ -- Pegasystems, the leader in Business Process Management (BPM) software solutions, and a leading provider of customer relationship management (CRM), has awarded Farmers Insurance two awards for the pragmatic approach it has taken to transform its claims operations.

(Logo: <http://photos.prnewswire.com/prnh/20080605/LATH062>)

"Farmers Insurance's success is a testament to how innovative and agile an organization can become once it embraces Pega's Build for Change® approach to business transformation," noted Grant Johnson, Chief Marketing officer at Pegasystems. "We are committed to customer success and very gratified to see Farmers get much-deserved recognition for their achievements.

Farmers won the Gold Award for North America as part of the annual [Global Awards for Excellence in Business Process Management \(BPM\) and Workflow](#). It also won first place for enterprise systems in the [INNNovators Awards](#), an esteemed and honored designation intended to advance the spread of business technology acumen in the insurance industry.

"We are thrilled to be recognized for our business and technology achievements as a result of leveraging Pegasystems for managing our Claims intake," stated Shohreh Abedi, Chief Information Officer, Farmers Insurance Group. "We're confident that Farmers' solution has made a significant difference to both our valued customers and our employees alike."

Both awards stem from its widespread use of Pega technology that has driven a myriad of business benefits, including:

- Dramatic reductions in overall claims handling and queue times;
- Significant increases in customer service representative (CSR) quality assurance scores;
- Improved capability to respond to catastrophes;
- Shorter training times required for CSRs;
- Ability to quickly and easily provide standard First Notice of Loss (FNOL) capabilities to acquired companies, giving customers seamless service;
- One standard, intuitive user interface across the enterprise regardless of the underlying system or technology platform.

Leveraging Pegasystems industry-leading SmartBPM ® technology, Farmers revamped its CRM initiatives and First Notice of Loss (FNOL) application, known as HERO, which presents context-aware information to guide customers in filing auto claims. HERO, implemented early last year, triggers the right questions, gathers the right answers and integrates into the claim system itself so that all information becomes part of the case file. The success of the initial project spawned other units of the Farmers family of companies to quickly implement similar programs.

In their 17th year, the annual Global Excellence Awards in BPM and Workflow awards recognize organizations, such as Farmers, which have implemented innovative solutions that meet strategic business objectives. They are sponsored jointly by [BPM.com](#) and Workflow Management Coalition ([WfMC](#)).

In their fourth year, the INNNovators Awards are given to insurance organizations that have led or contributed to a business application or project that uses innovation to successfully drive business impact, technical impact or the innovation itself. [Insurance Networking News](#), a top-tier insurance trade magazine, sponsors the awards.

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 or www.Facebook.com/FarmersInsurance .

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