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Farmers Insurance® Pioneers Innovative Virtual Reality Training Program for Claims Representatives

First-of-its-kind training module's immersive, virtual environments deliver dynamic learning experience for claims representatives

WOODLAND HILLS, Calif., Oct. 25, 2017 /PRNewswire/ -- Farmers Insurance® today announced the deployment of a virtual reality (VR) program to help train claims representatives for home damage assessments. Trainees can navigate through an intuitive gamified learning course with more than 500 realistic damage combinations and scenarios.

"At Farmers®, we see virtual reality as a way to enhance and complement our current training process," said Keith Daly, chief claims officer for Farmers Insurance. "Technology has gotten to a point where we can better prepare our claims representatives for real-world scenarios before they actually deploy into the field, equipping them to deliver an even better experience for our customers."

Farmers trains nearly 300 property claims representatives annually, a process that traditionally starts in a classroom environment followed by three weeks of study at the University of Farmers® in Agoura Hills, California. The implementation of the new VR training program will provide Farmers an endless, mobile platform that changes how the organization goes about learning, from initial training of beginners to continual learning for more experienced claims representatives.

"The realistic and engaging experience can help better prepare our claims representatives for real-world scenarios," said Daly. "An experienced team of property claims employees helped to ensure the VR training met the technical and experiential needs of our claims representatives."

The VR training module currently features randomized house generation; over 500 damage combinations; difficulty settings for new and experienced claims representatives; a high-level of interactivity that includes the option to walk around the house, move small objects, open cabinets and more; and instant replays for trainees to record and review their sessions for continual learning.

About Farmers Insurance
"Farmers Insurance®" and "Farmers®" are tradenames for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies nationally through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange, the largest of the three primary insurers that are part of the Farmers Insurance Group of Companies®, is recognized as one of the largest U.S. companies on the 2017 Fortune 500 list.

For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or Facebook.com/FarmersInsurance.

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