

CALL CITIZENS FIRST

EXECUTIVE SUMMARY

Progress continues with the *Call Citizens First* campaign. During Phase I of the campaign, messaging is focused on providing increased access to policy information, reintroducing the claims reporting process, and educating stakeholders about the increasing cost of water claims.

On February 9, Citizens posted a [Press Release](#) and [Media Kit](#) in the News section of www.citizensfla.com to formally announce the program. The release reviewed the elements of the campaign, including the individual elements within the media kit – Frequently Asked Questions (FAQ), sample policyholder identification card, claims reporting brochure, claims reporting infographic, and premium dollar allocation. Individual elements were developed to be used interchangeably across multiple media and communications platforms. Examples of each element have been included in the meeting materials. All of the FAQs have been integrated into Knowledge Base and Spanish language FAQs will be posted in the Claims section of the website.

The policyholder identification card and claims reporting brochure have been successfully integrated into the declarations packets for all personal lines policies starting February 29. Including these items did not impact packet mailing cost and provides policyholders with tangible assets that offer immediate access to policy information, claims reporting information and customer-care contact information.

A direct mail pilot project will be launched during the month of March for all personal lines policyholders in Miami-Dade County consisting of an information card with a removable magnet. Information will only be sent to policies not tagged for takeout. There were 48,430 HO-3 policies as of January 31, 2016. The mailings will be staggered throughout the month to mitigate any potential call volume impact.

The objective of the educational campaign is to remind HO-3 policyholders within Miami-Dade County of the claims reporting procedure with Citizens by supplying a magnet with the *Call Citizens First* campaign art and contact information affixed to an accompanying informational/instructional card. An example of the postcard is included in the meeting materials. The finished product will be a double sided 8.5”x5.25” color postcard with a color 3”x5” magnet glued to the card so the recipient may remove the magnet and keep the card for reference.

Remaining activity for Phase I includes building out the dedicated landing page on Citizens’ website, publication of agent newsletter articles, and a feature in *Citizens Advisor* outlining the activities of the *Call Citizens First* campaign. Planning for Phase II activities are underway and will be coordinated with the enterprise project activities pertaining to water loss mitigation.