

# Executive Summary

Board of Governors Meeting, May 14, 2020

## Proposed Senior Manager, Vice President Customer Service

With the departure of Steve Bitar, several opportunities were created to focus on maximizing our current senior leadership talent to create additional efficiencies as well as establish a dedicated Senior Manager role for Customer Experience at Citizens. The new organizational structure continues to be made up of seven executives reporting to the CEO, including one new Senior Manager, Vice President (VP) Customer Experience, position.

The proposed Senior Manager position would consolidate the reporting structure of the unit responsible for the call center and the unit that handles written consumers complaints and other consumer correspondence. The new Senior Manager would be in a position, based on these consolidated activities, to have insights from the consumer's perspective which could be shared with the Executive Leadership Team on an enterprise level. This elevation of the Customer Experience is consistent with the intent of 627.351(6)(k)2 to have the Consumer's issues and concerns addressed at the Senior Manager level. This provision states:

“The corporation shall establish a unit or division responsible for receiving and responding to consumer complaints, which unit or division is solely the responsibility of a senior manager of the Corporation.”

In addition, consolidating the sources of consumer input, the proposed Customer Experience Division would have more refined intelligence on the Customer Experience than only addressing written consumer complaints. The call center and Voice of the Customer surveys are key sources of consumer intelligence, but do not all meet the current definition of written consumer complaints under Citizens' corporate policies.

Jeremy Pope, Senior Director Consumer and Policy Services, has served in consumer related, customer centric leadership roles for most of his 14 years with Citizens. He has demonstrated his passion for customer service both in daily and CAT operations and was a driving force for the Voice of Customer initiative. Thus, he is well positioned to be recommended for new Senior Manager position, Vice President Customer Experience.

This proposed Senior Manager position and the organization structure creating a dedicated unit to address the customer experience has been shared with the Office of Insurance Regulation (OIR), and they have confirmed this proposed structure meets the requirements of Citizens' enabling statute, Section 627.351(6)(k)2., F.S. See attached exhibit for the April 28, 2020 letter from the OIR.

Citizens' enabling statute Section 627.351(6)(c)4a.F.S. requires that a new Senior Manager position to be engaged by the Board. This statute specifically provides:

“The executive director and senior managers of the corporation shall be engaged by the board and serve at the pleasure of the board.”

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## Background

In order to create a unit dedicated to the consumer experience, the responsibilities previously reporting to the Chief - Underwriting and Agency Services, Steve Bitar, that are not directly consumer related, will be transferred to Kelly Booten, Chief of Systems and Operations. This broader, more complex scope of responsibilities will be captured by the role and title of Chief Operating Officer (COO). The COO will have greater administrative and strategic responsibility to support the operations of the company and advise the CEO/Executive Director.

Kelly will retain leadership oversight for her current responsibilities as Chief - Systems and Operations with one exception. The Facilities Management and Real Estate function will report to the Chief of Human Resources, Violet Bloom, bringing all employee related functions under one executive.

The new executive structure accomplishes the following:

- Creates a Senior Manager position reporting to the CEO that is focused on consumer experience and continuation of service levels that customers and claimants have come to expect from Citizens.
- Creates additional efficiencies, salary savings, and capitalizes on the strength and talent of our current senior leadership.
- Supports business continuity and provides for a more seamless transition as we manage through COVID-19 and into the 2020 Hurricane Season (three weeks away).

## Recommendation

Citizens staff recommends the Board of Governors to:

- a) Engage Jeremy Pope as the new senior manager in the position of Vice President Customer Experience with direct reporting relationship to the CEO/Executive Director; and
- b) Authorize staff to take any appropriate or necessary action consistent with implementing the proposed organizational changes in this Action Item.



FINANCIAL SERVICES  
COMMISSION

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GOVERNOR

JIMMY PATRONIS  
CHIEF FINANCIAL OFFICER

ASHLEY MOODY  
ATTORNEY GENERAL

NICOLE "NIKKI" FRIED  
COMMISSIONER OF  
AGRICULTURE

## OFFICE OF INSURANCE REGULATION

DAVID ALTMAIER  
COMMISSIONER

April 28, 2020

Barry Gilway, President/CEO and Executive Director  
Citizens Property Insurance Corporation  
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Tallahassee, FL 32303  
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RE: Organizational Structure Proposal

Dear Mr. Gilway:

I am writing in response to your April 17, 2020, letter to Commissioner Altmaier with the Florida Office of Insurance Regulation ("Office") proposing a change to the organizational structure of Citizens Property Insurance Corporation ("Citizens").

The Office has reviewed your proposal to create a Vice President, Consumer Experience, as a Senior Manager position in order to consolidate consumer related business units under a single executive. Section 627.351(6)(k)2., Florida Statutes requires that Citizens "establish a unit or division responsible for receiving and responding to consumer complaints, which unit or division is the sole responsibility of a senior manager of the corporation." You propose to consolidate the responsibility for the current Customer Experience and Design, Consumer & Policy Services, Voice of the Customer, and Customer Correspondence units under the control of the new position.

The Office concurs that the described position and responsibilities meet the requirements of Section 627.351(6)(k)2., Florida Statutes. Please note that the person appointed to the new Vice President, Consumer Experience, position is responsible for complying with the background check requirements of Section 627.351(6)(d)1., Florida Statutes.

Sincerely,

*Anoush Arakalian Brangaccio*

Anoush Arakalian Brangaccio  
General Counsel

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# ACTION ITEM

<b>CONTRACT ID</b>	<b>Proposed Senior Manager, Vice President Customer Experience</b>
<b>BUDGETED ITEM</b>	Yes, this position will be filled with budgeted funds.
<b>CONTRACT AMOUNT</b>	N/A
<b>PURPOSE / SCOPE</b>	<p>In order to create a unit dedicated to the consumer experience, the responsibilities previously reporting to the Chief - Underwriting and Agency Services, Steve Bitar, that are not consumer related, will be transferred to Kelly Booten, Chief of Systems and Operations. This broader, more complex scope of responsibilities will be captured by the role and title of Chief Operating Officer (COO). The COO will have greater administrative and strategic responsibility to support the operations of the company and advise the CEO/Executive Director.</p> <p>Kelly will retain leadership oversight for her current responsibilities as Chief - Systems and Operations with one exception. The Facilities Management and Real Estate function will report to the Chief Human Resources Officer, Violet Bloom, bringing all employee related functions under one executive.</p> <p>The new executive structure accomplishes the following:</p> <ul style="list-style-type: none"><li>• Creates a Senior Manager position reporting to the CEO that is focused on consumer experience and continuation of service levels that customers and claimants have come to expect from Citizens.</li><li>• Creates additional efficiencies, salary savings, and capitalizes on the strength and talent of our current senior leadership.</li><li>• Supports business continuity and provides for a more seamless transition as we manage through COVID-19 and into the 2020 Hurricane Season (three weeks away).</li></ul>
<b>CONTRACT TERM(S)</b>	N/A
<b>PROCUREMENT METHOD</b>	N/A
<b>RECOMMENDATION</b>	<p>Citizens staff recommends the Board of Governors to:</p> <ol style="list-style-type: none"><li>a) Engage Jeremy Pope as the new senior manager in the position of Vice President Customer Experience with direct reporting relationship to the CEO/Executive Director; and</li><li>b) Authorize staff to take any appropriate or necessary action consistent with implementing the Proposed Organization Structure changes in this Action Item.</li></ol>
<b>CONTACTS</b>	Barry Gilway, CEO/Executive Director