CEO Report 2019 AGM

The focus of the leadership group and board of directors for 2019 was to forward the organization along the path of the 3-year Vision and Strategic Plan, which is in year two. The Chair has outlined the Outputs of the Vision already but I will say that the operational element of this plan has been extensive and far reaching. Within these Outputs, we have identified five Strategic Themes. These themes are ‘what’ we will do to make the outputs happen. They are:

1. Best in Class Claims Service
2. Drive Organic Growth
3. Strengthen Underwriting Abilities
4. Drive Internal Efficiencies
5. Build Employee Engagement

Within these Strategic Themes, we have outlined a large number of Initiatives. These indicate ‘how’ we will achieve the themes. The execution piece of the plan is well in excess of 100 actions that have been or are planned to be undertaken by the team. Our progress has been on track and ever evolving.

2019 was the first year we introduced our new streamlined product offering and a completely new rating platform. These products have allowed us to offer our membership a thorough, yet simple product line and were designed to deliver a target client to the mutual. They are top of the line products rated competitively delivered with plain language, effective and attractive document support.

The delivering of these products is done by a top-notch service team operating under clear and efficient procedures. My firm belief is at no time in the past, has our member service been better, more professional nor done so with more knowledge and advice. We implemented a front-line client satisfaction survey and the ratings received have been overwhelmingly outstanding. Well done team.

We also implemented brand new claims procedures and have worked hard to develop our team not only technically, but especially, as caring and empathetic advisors. Our Quick Pay claims system is well underway and allows us to settle claims within hours. The claims satisfaction survey we developed is sent out on every single claim and it too has brought us very positive feedback on our claims offering. The claims team has done a fantastic job at ensuring our members are well cared for.

With our new branding and marketing efforts, we are much closer to the public than ever before. Our website, social media, newsletter, branch offices and community support programs help us to fulfill out Core Values and Mission. Our volunteer program resulted in over 500 hours of volunteer time by our staff in their various communities. We also this year have been proud to be associated with the Farm Re Mutual Support Program and have joined with them in donating $45,000 to worthwhile local charities to help our communities through COVID -19 and the hardship it has brought to so many.

I’m very proud of my entire team and all the hard work they have put in to making this mutual the best it can be. We have situated this organization to be at the ready for the future and anything it brings. We have the people, the products, the pricing, the marketing, the service systems, the sale systems, the value systems, the technology, the claims offering, the leadership and the passion to take on the future. But our work is not done and we will continue to move forward.

Lastly, we are in the preparation stages of consolidating our two Fredericton area offices into a brand-new facility on Brookside Drive in West Hills Plaza. Our team is looking forward to this move and situating ourselves to be even better at serving our members.

I want to thank the board of directors and all of the staff for their continued support and look forward to 2021.