

CRISIS
CONTAINMENT

ONE ASSET YOU CAN'T
AFFORD
TO RISK IS YOUR
REPUTATION.




HISCOX
AS GOOD AS OUR WORD

Businesses today face new risks at almost every turn. Regulation, legislation and the growing compensation culture to name a few, but at what price to your reputation?

The truth is, even in the best managed organisations, things go wrong. And crises will occur. But the real challenge to any reputation lies in the way an organisation responds to a crisis.

Reputational damage can destroy a business just as much as a financial or legal setback, but crisis does not have to mean disaster. Many companies have emerged from the nightmare of a corporate crisis with their reputation actually enhanced. These companies understand the need for effective crisis communications.

For this reason, at Hiscox we have designed a product to provide further protection for you and your business in the event that something unexpected arises which needs immediate, specialist public relations help.

Key features of our crisis containment cover

- **Immediate crisis communications support.** Speed is of the essence, so as soon as you are aware of a claim or the likelihood of a potential claim which would be covered by your policy with Hiscox, you can call us to help manage your external communications via a respected PR firm specialising in crisis containment.
- **A dedicated hotline open 24-hours a day, seven days a week.** Ensures you have immediate access to support in what may be an urgent and fast-changing situation.
- **Tailored support that matches the individual needs of each situation.** Some may require extensive media contact, others none. Sometimes, a phone call or two may be all that is necessary.
- **A full range of crisis containment services at your disposal.** From strategic advice and relationships with stakeholders to media training and social media management – our comprehensive support will ensure nothing slips through the net. Our expert crisis containment partner can work alongside your existing PR resource where required.

- **Experience:** take reassurance from the fact that the specialist team have successfully managed hundreds of crises – they know what to do, the best way to do it and what will happen next. They can take the pressure off your senior managers at a time when help is most needed
- **Up to £25,000/€32,500 of costs:** we anticipate this will fully cover the cost of all necessary crisis containment support in the great majority of cases. However, if the situation demands further support over and above that ceiling, our PR partner's services will be available to you at a specially agreed rate.

Crisis containment in action – examples of possible claims scenarios

Negligent misrepresentation

A renewable energy consultant offers advice on what equipment will be needed to generate the required amount of energy. A number of clients buy and install the equipment which is not faulty but, due to a miscalculation by the consultant, will never generate the energy promised. In the event that this story reaches the media, our policy would assist the consultant and help protect his reputation – and his business.

Breach of duty of care

A training provider trains a number of students in a particular subject; when those students sit the exam they find that they have not been trained in all the required areas. Our crisis containment policy would help minimise any damage to the reputation of the training provider by containing and correcting publicity.

Employee injury

An employee is injured in the office in which she works due to poor maintenance and management controls. The company faces a health and safety investigation. Our cover would help to ensure the firm's external reputation is protected by offering assistance with the external communication of the incident as well as helping with employee communication to minimise the internal disruption.

Management liability

A travel company organises a trip which results in an accident where customers and staff are severely injured. Questions are immediately raised about the firm's health and safety policy and procedures. Our cover would step in to brief key personnel before they face the media and set up a dedicated media desk to field enquiries.

Why Hiscox?

Hiscox – as good as our word

With over 110 years' experience as a specialist insurer we understand the importance of protecting the things that matter to you most. We insure more than 150,000 businesses in the UK and Ireland and can tailor a bespoke policy to suit your individual business requirements.

In the unfortunate event you need to make a claim, our award-winning team* will take a common sense approach to your case and ensure it is handled quickly, efficiently and fairly.

Hiscox is one of the few insurers in the UK to have achieved Chartered Insurer status from the Chartered Insurance Institute (CII) – the gold standard of excellence, professionalism and integrity in insurance. This award recognises our commitment to delivering the highest quality service.

*Outstanding Insurer Claims Team of the Year, Insurance Times Claims Excellence Awards 2013
Personal Lines Claims Team of the Year 2013, Post Magazine Claims Awards
Customer Care Award, British Insurance Awards 2012

