

Strategic Lean Project Report



For Reporting Period: July 1, 2015 through December 31, 2015

I. General Information:

Lead agency name: Pollution Liability Insurance Agency

Partner agencies: None

Improvement project title: Heating Oil Insurance Notice of Potential Claim

Date improvement project was initiated: 7/20/2015

Project type: New Project

Project is directly connected to:

Results Washington performance measure

Agency Strategic Plan

Other

If applicable, specify the alignment:

Provide insurance coverage and cleanup oversight so heating oil tank owners have access to the resources needed to conduct effective and efficient cleanups and prevent future releases.

Report reviewed and approved by: Russell E. Olsen

II. Project Summary:

The Pollution Liability Insurance Agency improved the Notice of Potential Claim (NPC) form, resulting in fewer calls from claimants for clarification and faster internal review time.

III. Project Details:

Identify the problem: This project was designed to increase the clarity of the NPC form our customers fill out when opening a heating oil claim. Information requested on the form is necessary to determine claim eligibility, and it can cause stress for our customers when they are unsure how to fill out the form.

Problem statement: Previously, the NPC form was confusing for our customers, and the form included questions that could not be answered until later in the process. This resulted in frequent calls by customers who were concerned they might be filling out the form incorrectly. Our target is zero phone calls from claimants due to confusion about how to fill out the NPC form, which we want to reach by 12/1/2016.

Improvement description: Using plain language we revised our NPC form to remove premature information requests and more clearly identify the information needed for claim eligibility determinations. We reorganized the form into more easily understandable sections, which are referenced and explained in an accompanying cover letter.

Customer involvement: PLIA took recommendations from claimants and service providers.

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IV. Project Details:

Improved process as measured by: <i>(Click those that apply)</i>	Specific results achieved: <i>(Complete the narrative boxes below)</i>	Total Impact: <i>(Actuals; Current Reporting Period)</i>	Results status:
<input checked="" type="checkbox"/> Customer Satisfaction	Decreased frequency of customer phone calls requesting assistance completing the NPC form from around 1-2 calls a week to around 1-2 calls a month.	<input checked="" type="checkbox"/> N/A (or)	Preliminary

V. Contact information:

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