

# STUDYING SERVICE THROUGH...

NOVA MUTUAL



## GOING ABOVE AND BEYOND

In the hospitality industry, the best service is characterized by 'going above and beyond' - not just meeting guests' expectations but exceeding them. At Nova, our Claims Team consistently delivers an 'above and beyond' experience for our Members. With a remarkable Net Promoter Score of 92, the Team uses their extensive knowledge and empathy to guide their interactions.

It can be challenging to assist Members who are experiencing a stressful life event, but the Claims Team takes it in stride, guiding our Members through their claim in a timely manner with patience and understanding.

Fun Fact: A 90+% Net Promoter Score is essentially the customer service equivalent of a Michelin star. Well done, Claims!



## THE SERVANT LEADERSHIP MODEL

When building Nova's Culture by Design, CEO Gary Anderson had a choice - to adopt a typical industrial revolution, top-down framework or to choose the Servant Leadership model and turn things-specifically the organizational chart, upside down.

Gary chose the latter.

In adopting this model, the role of the CEO became to remove obstacles for the Leadership team, so they can go on to remove obstacles for their Teams, who are then empowered remove to obstacles for our Members and Broker Partners.

Many successful companies have adopted this model. You might recognize some of them: Starbucks, Southwest Airlines, Nordstrom, Marriott and Popeyes Louisiana Kitchen.

At Nova, the Servant Leadership model informs not only how we interact within our Team but also how we treat our Broker Partners, Members, and the Community. We are committed to providing these stakeholders with an experience which makes them feel valued and sets us apart in the market.

## MAKING EXCEPTIONS TO THE RULE(S)

In late March, it became clear that the coming months might be challenging for our Members from a financial standpoint. Nova Finance worked quickly to develop a new protocol, reaching out to Broker partners or Members if a payment was declined, to make alternate payment arrangements. Their efforts saved Members thousands of dollars in fees and hopefully helped to ease their minds during a difficult time.



Listen to Episode 2 of our podcast Uplift and learn more about Gary's vision for Nova Mutual.

**"We rise by lifting others."**  
Robert Ingersoll

