

esure and Brake, the road safety charity, deliver trauma-informed training for claims teams



Introduction

esure Group's partnership with Brake, the road safety charity, began in 2021 with our sponsorship of Brake's Kids Walk. This annual event sees thousands of primary school-aged children across the UK take to the streets in their communities in a day of action to demand safer and healthier routes to school. Over the last 5 years, over 417,000 children have taken part across the UK.

Brake are specialists in supporting families following road tragedies. In 2025 we looked to extend our partnership with them to draw on their expertise and upskill our frontline claims team to better support customers when going through a bereavement.

Compassion in action: supporting our customers through loss

The training, delivered as part of Brake's National Centre of Excellence for Post Crash Support, set out to help our call-handling colleagues better understand the impact of traumatic bereavement. It also focused on how to implement a trauma-informed approach to claims management, ensuring that when a tragic accident occurs, we're ready to support our customers with care and compassion.

Our frontline colleagues are often the first point of contact for customers who have lost a loved one in a road crash. Equipping our colleagues with the confidence, language and emotional resilience to meet customers' needs at such a difficult time is crucial.

“Handling claims where a customer has lost a loved one is one of the most emotionally demanding parts of the job. The right training and support is essential, not just to help our customers through their grief, but to ensure our colleagues feel equipped and cared for too.”

Anton Ossip, Chief Claims Officer, esure Group

Led by Dr Nicola Lester, Brake's Clinical Consultant, and a specialist in traumatic bereavement, the Bereavement Training Programme introduced the core principles of trauma-informed care, exploring key psychological concepts including:

- The “window of tolerance” - recognising when someone is emotionally overwhelmed and how to respond appropriately
- The idea of “growing around grief” - acknowledging that grief doesn't disappear but becomes a part of life moving forward
- The theory of “shattered assumptions” - understanding how trauma disrupts a person's sense of safety and trust in the world

Practical techniques were shared to better enable our colleagues to support our customers. This included guidance on engaging with the bereaved such as slowing down processes, checking understanding, mirroring their language in relation to their lost loved one, and being open to conversations about the deceased person.

Dr Lester offered reassurance that it's normal for colleagues to feel anxious when speaking with bereaved families, and emphasised the importance of empathy for the customer alongside self-care for the colleagues throughout.

“Grief doesn't follow a script and supporting someone through their grief is never easy, but it's when they need it most. The goal in delivering this training was to equip esure's frontline colleagues with the confidence to support customers with empathy, care and compassion - even when words are hard to find.”

Dr Nicola Lester, Brake's Clinical Consultant

What's next

The Bereavement Training Programme is now embedded in our frontline colleague onboarding process, and available to all frontline operational and claims colleagues.

We've updated our scripting to aid our colleagues to support our customers, created referral pathways to direct customers to further support offered by Brake through their National Road Victim Service, and we've introduced wellbeing check-ins for our colleagues handling traumatic claims.

We're committed to continuing to deliver the training programme to better support our customers and colleagues, measuring its impact and sharing our learnings to continue to develop the support we can offer our customers at the most difficult of times.



www.brake.org.uk