



Insurance industry fraud experts, VFM Services are attending the Welfare to Work Conference on the 19th October 2011 where they will be running a seminar on how to spot the cheats.

VFM train telephone claims processing staff how to use Conversation Management techniques (a combination of forensic psychology and effective communication skills) to identify and deter the fraudster whilst assisting the genuine claimant.

Steve Jackson, Director, said: "After 11 years in the insurance industry, we have produced over £45 million in savings for our clients through Conversation Management so we are delighted to be invited to attend this important Conference to share our expertise."

He added: "It's quite simple; we believe investment should be made in training and educating claims handlers who process claims over the telephone. Technology has its place in managing fraud, particularly for analysing data, but human issues require people skills. By working together with VFM any number of Government Agencies tasked with fraud management issues can deliver cost effective and impactful results and, most importantly, ensure that the right benefits are received by the right people."

Please visit [www.welfaretowork-conference.co.uk](http://www.welfaretowork-conference.co.uk) or call Jane on 0161 2113445 to book your place.