

June 26, 2025

Via Email: sabi.bains@icbc.com

Sabi Bains
Director of Claims Operations
ICBC
151 W Esplanade
North Vancouver, BC V7M 3H9

Dear Ms. Bains,

Re: Auto Claims Model

I want to thank you for meeting with our MoveUP appointed Auto Claims Model Focal Point Stewards, Senior Union Representative Trevor Hansen, and me on June 12, 2025.

I also want to commend your business leaders – Lauren Kohut, Jennine Simister, Joanne Thornley, and Natalie Fafard – for their openness, professional collaboration, and initial willingness to act and acknowledge fault in the Auto Claims Model rollout in both our June 12 meeting and previous meetings on May 29, 2025.

However, I am writing to express my disappointment in your unsympathetic and dismissive demeanour during our June 12 meeting, which marked the first time we have met formally.

As you know, there was a significant effort that went into organizing these meetings between our stewards and your business leaders. I applaud both parties for making the meetings possible, I have no doubt approval was needed from you to make this happen.

These meetings were an opportunity for both parties to put our best foot forward in finding solutions. Unfortunately, I feel your dismissive attitude to our concerns demonstrated a lack of leadership and accountability and put up a roadblock towards a better path forward.

In response to our steward's detailed concerns and practical solutions your response was, "you haven't told us anything we're not aware of."

It has been five months since the Auto Claims Model launch in February 2025. If you have been aware of these issues, why have they not been appropriately addressed?

You stated your goals for this new model are first call resolution and getting everything resolved to address the most frequent complaint from customers; that adjusters don't get back to them. I would suggest the root cause of this issue is unmanageable workload and perpetual understaffing.

How can our members be expected to resolve claims they are not properly trained to handle?
How can someone who has worked exclusively on fire/theft claims for years be able to suddenly switch gears to handle commercial claims without comprehensive training, real-time support, and a gradual transition to a catch-all model?

You stated that the thought of a customer waiting six weeks to hear about their vehicle "makes your blood pressure go up." I implore you to reflect on how our members feel every day in the Auto Claims Model.

Our members are burned out, isolated, and, in some cases, injured or ill. I have had members with over 20 or 25 years of experience, and even some with 30-plus years at ICBC, tell me it has never been worse at ICBC. They have never felt worse and this, sadly, impacts every interaction with our customers.

When we raised issues with training, you commented that adult education is difficult, and adults learn at different paces. You said it's important to see how training is absorbed and how it lands. If this is the case, why did you not provide our members with training in the months preceding the Auto Claims Model launch? If you had, you would have been able to see the significant gaps in training and make corrections prior to the full-scale launch of the Auto Claims Model.

On January 30, 2025, prior to the Auto Claims Model launched, we sent you a letter advocating a companion line, amongst other suggestions, for the Auto Claim Specialists 2, 3, and 4.

At our first meeting on May 29, 2025, Lauren Kohut called it a great concept, and we were optimistic in this response. However, your response to this concept was that a companion line is challenging because members can be given the same answer ten times and not learn. Your unfavourable response to giving our members this support has made it clear you prefer the model of sink or swim, which is the core issue of why this rollout has been a failure.

In your closing statements, you echoed a sentiment we have heard since the beginning: "It's going to take time." In other words, eventually it will be fine. What is missing in this thinking is the real harm being caused to our members in the meantime.

It is unacceptable to push our members to the brink for a business model. I have had far too many conversations with members – your employees – who are on the brink of collapse over the disastrous rollout of the Auto Claims Model.

This has had severe detrimental effects for our members not only at work but affecting their home life as well. The aggravated stress has caused them to isolate from family and to dread returning to work. The stories I have heard are heartbreaking, and there is no quick remedy to repair this harm.

I am passionate about working together to find solutions; however, it was integral for me to pause and speak truth to power and echo the sentiment of our members who I am grateful and proud to represent.

For us to move forward, our members need to see ICBC management be accountable and acknowledge the harm done and mistakes made. Our members need to be treated with dignity and respect, and a genuine effort must be made to listen and respond to their honest concerns and feedback. It is also pivotal to create an environment where our members feel comfortable coming forward.

Our Focal Point Stewards are ready to put forward more solutions and have further dialogue. I am open and able to meet with you to discuss our members' concerns, feedback, and solutions at any time.

Sincerely,



Dimitri Ossinsky
Vice-President, MoveUP, ICBC Bargaining Unit

ht: USW2009

CC: Pauline Kemp - Chief Customer Operations Officer at ICBC
Jason MacDonald - President and Chief Executive Officer of ICBC
Gilbert Astorga, Manager, Employee Relations Human Resources of ICBC
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