Admiral UK shares how it tackles fraud and supports customers with the BBC

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Fraud is not a victimless crime. Fraudulent activity drives up the cost of insurance for all genuine customers. As an insurer, we take our responsibility to protect our customers seriously, and are committed to tackling fraud and ensuring genuine claims are settled fairly and quickly.

To help us do this, we use a range of tools to better understand how an incident happens and who was responsible for causing any damage. For example, when there is a road traffic incident, typically multiple people are involved and they often have different accounts of events. In these instances, dashcam footage can provide a clear and impartial record, helping our claims teams establish what happened with greater confidence.

Our Head of Claims Liability, **Sian Davies**, recently appeared in a 12-part BBC series, *Dashcam Justice*, sharing how dashcam footage has transformed the way we handle claims. Throughout the series, Sian uses real-life cases to demonstrate how video evidence can help identify fraudulent or exaggerated claims, protect innocent motorists from being wrongly held responsible, and support faster, fairer outcomes for customers.

The programme also explores the wider role that camera technology, including dashcams, helmet cameras and mobile phones, plays on Britain's roads. From exposing dangerous driving and crash-for-cash scams to providing evidence that supports police investigations, the technology is helping to improve accountability and ensuring that genuine customers are not victims of fraud.

To see Admiral's Sian Davies in action on *Dashcam Justice*, visit here.