

ICBC's corporate strategy summary



Goals	Customer-driven support	Affordable rates	Safer and sustainable mobility	Meaningful Reconciliation	Engaged and empowered employees
Why this matters?	To build trust by serving the evolving needs of our growing and diverse province.	To provide affordable auto insurance that works for everyone in B.C.	To address the impact of more cars and evolving mobility trends to keep roads safe for everyone and to help lower greenhouse gas emissions from transportation.	To acknowledge our role as a Crown corporation and commit to advancing the well-being of Indigenous Peoples.	To cultivate an environment where people are excited to work for ICBC and feel inspired to deliver on our purpose.
How will we do it?	<ul style="list-style-type: none"> Support Enhanced Care customers' return to health Modernize driver licensing Enhance digital claims services and streamline processes Advance technology and processes at contact centres Enhance our ability to meet customer expectations and provide a consistent experience 	<ul style="list-style-type: none"> Deploy pricing changes based on vehicle features* Effectively manage the liability and risk of remaining legal-based claims Monitor and manage vehicle-related claims costs 	<ul style="list-style-type: none"> Expand usage-based insurance discounts Partner on expansion of the Automated Safety Enforcement Program Develop and begin to implement a Safer and Sustainable Mobility Strategy 	<ul style="list-style-type: none"> Continue to implement Reconciliation Action Plan Build Indigenous awareness and representation among ICBC employees Improve the accessibility and quality of driver licensing services for Indigenous Peoples 	<ul style="list-style-type: none"> Implement People Strategy and build a purpose-driven culture to support quality customer interactions Implement Diversity, Equity and Inclusion Strategic Action Plan
What does success look like?	<ul style="list-style-type: none"> Best in class for injury recovery Digital-first, cost-effective access to services Empathetic, inclusive, quality customer interactions 	<ul style="list-style-type: none"> Accelerated reduction of legal-based claims Increases in vehicle claim costs are managed 	<ul style="list-style-type: none"> Safer roads and fewer kilometres driven Building road safety and sustainable mobility partnerships 	<ul style="list-style-type: none"> Authentic partnerships with Indigenous Peoples Easier access to driver licensing services across the province 	<ul style="list-style-type: none"> Engaged, representative workforce that delivers on our purpose and strategy People believe ICBC is a great place to work Culture and processes enable employees to do their best work

*Dependent on regulatory change