

How RiskPulse Helped *Maxim Crane* Take its Claims Analysis to the Next Level



The Challenge

Maxim Crane Works, LP (“Maxim Crane”), a leader in crane rental and lifting services, has a historically strong track record in claims and safety management. However, Maxim Crane wanted to take claims analysis to a granular level and wanted a tool to assist in visualizing key insights and identifying patterns and regional claims trends.

The Solution

Recognizing these challenges, Newfront worked closely with Maxim Crane to assess their data pain points and develop a strategy to enhance their risk management capabilities. Newfront implemented RiskPulse to provide Maxim Crane with a clearer, more actionable view of its claims data. The platform allowed leadership to pinpoint high-risk areas, structure and organize data and assess loss drivers such as injuries, workers’ compensation claims, and auto incidents by type, region, and severity. “RiskPulse is clean and visually appealing, the heat map is great for presentations. The information is also presented in a simple and straightforward manner, which differs from other platforms that are overly complicated and convoluted,” said Ryan Gutwald, Vice President of Administration and Risk Management.

RiskPulse assisted in taking the analysis further by examining loss trends across branches and regions, identifying key drivers behind losses and categorizing them by causation. It helped to pinpoint high-performing locations, analyzed their successful safety practices, and implemented these strategies across all branches. Throughout the process, Newfront provided hands-on support, ensuring Maxim Crane’s teams were fully equipped to use RiskPulse for ongoing risk management improvements.

The Results

Maxim Crane’s Risk Management team gained a clearer picture of claims data, allowing them to act proactively to continue to drive their claim count year after year “It has helped identify specific issues, that led to policy/procedure creation and modifications. When issues are identified in specific states/regions, training can be targeted to those areas.” Gutwald said.

The automation provided by RiskPulse eliminated time-consuming manual analysis, freeing the team to focus on strategic improvements that made a real difference in day-to-day operations. The collaboration with Newfront not only delivered measurable cost savings but also assisted Maxim Crane in managing risk effectively.

An interactive
dashboard that
transforms Property
and Casualty data into
dynamic, intelligent
perspectives

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Maxim Crane