

# Insurance Brokers Association of Canada

## Proposed Digital Business Flow

September, 2015





The screenshot shows a web browser window with the URL <https://Insurersiteaddress.ca/quotes>. The page features a blue header with the text "Insurer Site Marketing & Branding" and "Insurer Logo". Below the header, there is a "Welcome to Insurer Site ..." section. A central white box with a blue border contains the text "Insurer-Specific Marketing Material". To the right, a grey box titled "Get a free Quote for your Vehicle:" lists several benefits: "Pay monthly – additional protection starts at just \$5/month", "Get up to \$5 million in protection in case you're ever sued", "Receive discounts for insuring more than one vehicle", and "Lower the cost to repair your vehicle". Below this list is a "Click here to Quote" button. At the bottom of the page, there is a "Win a Prize!" section with a "Submit" button and a "Feedback" button. Social media icons for Facebook, Twitter, YouTube, Instagram, LinkedIn, and RSS are visible at the bottom.

Consumer browses Insurer web site and reviews marketing information.

Consumer wishes to obtain a quote for one of Insurer's products.



While still on the Insurer web site, a consumer may be able to get a quick quote.

A consumer can also obtain a personalized full quote through a broker's web site.

Consumer selects a broker from available choices.

The consumer is then automatically redirected to a landing page on that broker's web site.

Consumer starts the Insurer's quoting process entirely within the broker's web site (calling on Insurer's rating screens), with full query and support options available at all times.

Consumer can obtain qualified advice at any point, especially where options are presented.

Satisfied, with all questions answered, the consumer continues to complete their transaction either online or by referring it to their selected broker.



## Insurer Site Marketing & Branding

### Select your type of (Insurer) Quote

#### Get a Quick Quote

- Quote is based on a customer with a history of no claims (including glass) with a \$200 deductible
- No personal or firm
- Takes less than 2
- Best for quickly types of vehicles
- Quote on unreg
- See cost of Au by registration costs side by side
- Finalizing Quote and purchase not available with this option

Features for Quick Quote Estimate

#### Get a Personalized Full Quote

- Full featured qu and purchase
- Get pricing bas
- Customize you
- Please have y cle's registration ready

Features of Detailed Custom Quote

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**Broker Locator**

Your (Insurer) broker can assist you in selecting the right protection to keep you safe and secure on the road. If you have any questions about (Insurer's Product), select a broker below. If you'd like to proceed with your eQuote, hit the **Next** button once you've chosen your broker.

City/Region: Anytown, Canada

Broker: Please choose

Selecting a broker will assign the information as related to this eQuote.

**Drop-down list of available local brokers**

- Booth-Burnett Insurance Ltd 254 Robin Crescent Saskatoon
- Saskatoon Insurance Agencies 3126 8th Street East Saskatoon
- Tright Archer Insurance Saskatoon 2002 B 8th Street East Saskatoon
- Infinity Insurance Services Inc Lakewood 411 Herold Court, Unit H Saskatoon
- Salon Insurance - Saskatoon 8208 - 64th Street East Saskatoon
- Rayner Agencies 1111 11th Street East Saskatoon
- Cherry Insurance 1111 11th Street East Saskatoon
- SGI Insurance 9 - 2410 - 22nd Street West Saskatoon
- Salon Insurance Brokers Saskatoon Head Office 909 3rd Avenue North Saskatoon
- Rooke Agencies Ltd 1 - 411 Confederation Drive Saskatoon
- Butler Byers Insurance Ltd 1111 11th Street East Saskatoon
- Infinity Insurance Services Ltd 1111 11th Street East Saskatoon
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- Butler Byers Insurance Ltd 1111 11th Street East Saskatoon
- Cherry Insurance Ltd 1111 11th Street East Saskatoon
- Hi Hatlie Insurance 1111 11th Street East Saskatoon
- Saskatoon Insurance Agencies 70 - 220 Belts Avenue Saskatoon
- Shaben-McPherson Agencies Ltd 111 2nd Avenue North Saskatoon
- LaRoche-McDonald Agencies Limited 202a 22nd Street West Saskatoon

[Privacy Statement](#)

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http://brokerage.ca /Insurersiteaddress.ca/quotes

Home About Services Forms Info Contact

Insurer Logo / Brand

Insurer Quote Heading | Login

Insurer Quote:

Steps: Customer Vehicle Quote Summary Policy Holder ~~Broker~~ Invoice Payment Confirmation

Need help? Just hover over the ? icon

Customer Information

CUSTOMER

When would you like your coverage to begin? 2015/08/31

Have you been refused insurance or had an insurance policy cancelled?  Yes  No

Have you moved to the province within the past year?  Yes  No

What is the customer number from your driver's licence? [input]

What is the validation number from your driver's licence? [input]

VEHICLE

Is the vehicle used for carrying passengers for compensation or hire, or for carrying explosives or radioactive materials?  Yes  No

What is the plate number of the vehicle? [input]

Need Help?

- address
- map info
- description of other brokerages online services

1-800-Brokers

info@brokerage.ca

Chat with us!

Questions? We'd love to chat!

POWERED BY GLARK

8:33 PM 31/08/2015

Callouts:

- Brokerage branded web site and URL.
- Brokerage logo branding their web site.
- This page shows Insurer's quote service which runs inside an iFrame on a broker's web site.
- A customer can chat online directly with a qualified broker.
- Add information for help and assistance specific to each participating brokerage.
- Phone and email assistance with a qualified broker is always available.
- Broker support is always visible and available.
- A brokerage's web site is able to continually display information and messaging supporting a consumer's right to objective advice and an invitation to speak with a qualified broker.

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http://brokerage.ca/Insurersiteaddress.ca/quotes

Home About Services Forms Info Contact

Insurer Logo / Brand

The online consumer has proceeded to the summary screen.

Brokerage logo branding their web site.

Ability to bind online is optional at the broker's discretion.

Insurer Quote Heading | Login

Quote Summary

Total Premium: **\$211.00/year**

Quote Package Selected: Great Value

Purchase online Refer to a broker

Address: - address  
Map info: - map info  
Description of other brokerages online services

1-800-Brokers  
info@brokerage.ca

Chat with us!  
Questions? We'd love to chat!

POWERED BY CLARK

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Thank you.

