

Consumer Value: A Broker-Company On-Line Collaboration

www.company.ca

www.broker.ca

Consumers' interests are best served when they purchase insurance products enhanced by the additional choice, objective advice, and advocacy provided by a professional insurance broker.

Together, whether on-line or through more traditional methods, brokers and companies can provide a superior customer service experience. For consumer transactions (e.g., purchases, inquiries, marketing, etc.) conducted electronically, the consumers' experience can be defined by the type of service being offered, where it is being offered from, and its purpose. To accomplish this, the service experience is broken down and defined by a set of service definitions that, when viewed and combined together, offer a complete, end-to-end, superior customer service model.



Consumer Value: A Broker-Company On-Line Collaboration

www.company.ca

May include web pages for:

- ✓ **Marketing & Prospecting**
- ✓ **Responses to Policy Management Requests**
- ✓ **Payments**
- ✓ **Claims**

www.broker.ca

May include web pages for:

- ✓ **Marketing & Prospecting**
- ✓ **Sales for Auto, Home, Business**
- ✓ **Policy Quote or Bind**
- ✓ **Defined Levels of Self-Service**
- ✓ **Access to Advice and Choice**

Service Definitions

1. **Policy (Marketing)** – A company will display, advertise, and promote their unique brand, products, and service capability on their web site.
2. **Policy (Prospecting)** – The value and importance of a broker's advice is consistently and constantly emphasized. When a shopping consumer is ready to make selections prior to purchasing an insurance product, he or she is immediately presented with a message stating: "Our company's insurance products are sold and serviced exclusively through an insurance broker. You may: (1) choose to complete your purchase with a specific broker; or (2) choose a broker based on a location near you." Customers are re-directed accordingly to a broker-presented site.
3. **Policy (Receiving Requests)** – Existing customers browsing a company's web site to view or change their policy will be redirected to the relevant brokerage website in order to submit their request.
4. **Claims (Company)** – Consumers looking to report a claim could start that process with the company.
5. **Payment (Company)** – Consumers wishing to make payments on their policy can do so, depending upon the services made available by the company. Entry to this facility shall be available when re-directed from the broker's website.
1. **Service (Advice, Choice, Advocacy)** – Customers on a broker's web site will always have ready access to objective counsel, options, and advocacy from their chosen representative.
2. **Marketing & Prospecting** – Illustrating the unique value embodied in a broker's advice and advocacy, brokerages will display and promote their own brand, service and value-adds on their web sites, together with information about available Insurer brands and products.
3. **Sales (Policy)** – A customer (new or existing) looking to purchase an insurance policy can do so from a broker's web site. Where the customer has been referred by an Insurer, all information accumulated within the carrier's site is transferred to the broker. How comprehensive and seamless the sales process is will depend upon the respective capabilities of the broker's and company's systems, provincial regulation, and broker choices. Access to broker assistance will be constantly available and emphasized.
4. **Policy (Manage / Transact Request)** – Customers looking to view or change their policy will enter the appropriate information, as requested. Access to policy information would be solely via the conduit of broker BMS' and/or websites and depend on their capabilities. Types of changes permitted will be defined by the broker and system capabilities.
5. **Claims (Broker)** – Consumers looking to register a claim with their broker would start here.
6. **Payment (Broker)** – Consumers wishing to make payments on their policy could do so depending on the services made available by the brokerage.

