
INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Association Technology Update No. 2: Broker – Insurer System Integration June 2017

**IMPORTANT NEWS FOR BROKERS WRITING PERSONAL LINES with Aviva,
Economical Mutual, Wawanesa and Red River Mutual Insurance Companies.**

BROKERAGE PRINCIPALS AND MANAGERS – This information is for you!

Dear Member Broker,

Brokers are constantly challenged, to work faster, and more effectively, on behalf of customers. One way this will be possible in the future is through the improved integration between Insurer and broker systems, presently in development in Canada.

A group of Insurers and broker management system vendors (Aviva, Wawanesa, Economical Mutual, Red River Mutual, Custom Software Solutions, and Keal Technology), together with brokers associations and CSIO, are currently completing the first round of successful testing of the proof of concept for real-time, automated processing of inquiry, new business and policy change transactions.

Requests initiated by brokers are relayed electronically to Insurers, accepted and integrated into the Insurer's system, and the response returned to the broker, all within a few moments.

The automated process eliminates delays and redundant data entry and so reduces the waste and errors resulting from duplicated work. Ultimately, customers benefit, with improved service, better accuracy, and the liberation of broker resources to engage directly with customers.

Key principles behind the development include:

- ✦ Transactions start and end in your BMS, with a real-time response from carrier
- ✦ Process concludes without manual intervention or portal connections, or carrier-specific customizations in the broker's system
- ✦ Communication does not pause for individual passwords
- ✦ Data transmitted strictly follows CSIO XML standards

The current work is preparatory to upcoming carrier installations of the Guidewire policy administration system. However, once demonstrated and implemented, the same process and principles can be employed with any system which can accept, digest and respond to standard CSIO messages. It also lays the groundwork for online information access by clients, via brokerage systems.

Preliminary work and testing will be completed through summer, 2017. Subsequently, individual Insurers will then proceed with their own implementations and roll out functionality to brokers.

How can We Prepare Now?

For transactions to be processed successfully, the information that brokers submit to Insurers via the new process MUST be complete and correctly formatted. It may be useful to review the data currently in your BMS, and where necessary conduct some housekeeping. At the same time, reinforcing good data entry habits among your staff will avoid future headaches.

Best data practices include:

- ✚ Ensuring you have installed the latest release of your BMS software
- ✚ Establishing a routine to ensure that you promptly incorporate all future updates, patches and new releases of your software
- ✚ Consulting with your BMS provider to survey your system for database errors and clean-up
- ✚ Diligently bringing any download or other data issues to the attention of carriers and/or your BMS vendor
- ✚ Reviewing brokerage procedures to clearly specify how data is to be entered in your system, and for strictly using data fields **only** as they are intended.
- ✚ Communicating with your staff to ensure understanding of why information must be complete and correctly entered; consulting with them for their ideas.
- ✚ Instituting regular quality control processes, routines for checkpoints and reinforcing expectations
- ✚ Nominating and empowering an in-house champion
- ✚ Consider engaging an outside consultant to assist with database clean-up
- ✚ Measuring and documenting results, and celebrating successes with your staff

The new automated process automatically queries any missing or unexpected information, but the user experience will naturally be improved if consistent good-quality data is prepared up front.

Watch for further bulletins for more updates on the development project, and additional suggestions on preparing your brokerage to leverage the coming opportunity.