

Tool for Defending Turf Against Direct Writers

Applied 411

As you equip your independent agent arsenal for battle against direct writers, have you included a tool that gives your insureds 24/7 access to their policy information, including the ability for them to print their own certificates of insurance?

Consumers who still seek out an insurance agent say the top reason they do so is because they want someone to advise them—guide them—tell them what to do. That's where you're the expert. When you, as trusted advisor, also respond to the growing consumer demand for online access and self-service, you have yourself a very sticky service offering that customers find difficult to abandon. So you have the advantage of delivering the security of traditional service with the convenience of online access.

Providing 24/7 access is another way for you to demonstrate that you understand your customers. Show your electrical contractor that you know he starts work at 6 a.m. and needs to print his certificates of insurance before your office opens. Let your event company know that you realize it works on weekends, when it needs to print certificates and process policy change requests.



And what about the advantage in securing new business? Consumers want what they want when they want it. Independent agents are too competitive to overlook that reality. Tell prospects you offer 24/7 service, and you'll be an attractive provider.

IIABA Best Practices agencies are among hundreds of independent insurance-selling organizations using CSR24®, the industry's premier customer care solution for 24/7 policyholder access and self-service. CSR24 is a product of Artizan Internet Services, an Applied Systems company. In addition to the advantages mentioned here, CSR24 offers your business an after-hours call center, agency-branded services and more. For more about the competitive advantages of using CSR24, check out frequently asked questions at:

<http://www.artizan.com/CSR24/Faqs.asp>, and inquire at <http://insight.appliedsystems.com/artizanascnet.html>. ❖