

CSIO UPDATE



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A Broker's Success with eDocs

In March, CSIO interviewed Rick Dresher, president of Affiliated Insurance Management Inc. in Oakville to learn about his brokerage's experience with eDocs.

CSIO's eDocs standard allows brokers to receive electronic documents for both personal and commercial lines from insurers automatically in their BMSs. This enables brokers to save time by avoiding the need to go into company portals to download documents.

Affiliated Insurance implemented eDocs in its BMS, Keal's sigXP, last summer. All Affiliated employees have since been using eDocs to serve customers.

No customer likes to be kept waiting

on the phone while his or her broker tries to find a policy document. But whenever a broker leaves his or her BMS to enter a company portal, that usually means the customer will be put on hold for at least a minute or two. eDocs has helped Affiliated Insurance avoid making its customers wait.

The time to log into the portal, look up the customer's file and download a copy of the document was *60 to 90 seconds*, said Dresher. "With eDocs, it's instantaneous because it's right on the activity log in the BMS. So we'd pull it up in literally seconds. Sixty to ninety seconds doesn't seem like a lot, but that dead phone time can seem like an eternity to the customer."

Dresher said implementing eDocs was straightforward. Keal helped with the process and RSA delivered the brokerage's first eDoc shortly thereafter. No changes had to be made to any of Affiliated's internal processes. "Once it works, it works essentially hands-off... there's nothing you really have to do," Dresher said.

Implementing eDocs was even easier for Affiliated Insurance because it was already a mostly paperless brokerage. But adoption is easy even for brokerages still using paper. "There are marginal costs involved, such as getting dual screens for employees and upgrading graphics cards if the computers are old," Dresher noted.

When asked how he would describe

the concept of eDocs to another broker, he replied, "It's the same as getting paper, without all the work... Nobody has to sort and file physical documents anymore. It's automatic. And PDF documents are pretty much the same as paper."

Dresher reported eDocs has helped his brokerage reduce costs by being more efficient. "The cost savings are more indirect," he said. "Ultimately, being more efficient will allow us to grow and do other things with our employees' time rather than filing paper," he said, adding that employees "have more time to deal with more customers."

After implementing eDocs, it is important to ensure the downloads are properly managed in a database so that BMS performance will not be affected.

Dresher's brokerage has not had an issue with disk space for eDocs — the storage requirements have been modest. Affiliated Insurance uses Keal's dokXP document management system to store the files in a separate database.

"Disk space is becoming so cheap that it's not much of a concern anymore," said Dresher. "And the cost of storage is going down all the time."

Contact your BMS vendor and ask about implementing the CSIO eDocs standard to start realizing the benefits of serving your customers more quickly and efficiently.

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