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BREAKING NEWS

Real Time Campaign To Launch Industry Challenge

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NU Online News Service, Jan. 18, 11:19 a.m. EST

A property and casualty insurance industry initiative has been launched nationwide to increase independent insurance agencies' use of the real time system.

Real time, supported by independent agents, trade associations, carriers and technology providers, is the ability to click on a button from a client file in the agency management system or comparative rater for immediate access to carrier information on that client. The system provides a single workflow for servicing or quoting, the Real Time Download Campaign said.

The effort, captioned the "21 Day Challenge," is built on the broadly accepted premise that it takes 21 days to break old habits and form new ones.

In the case of insurance agencies, even if a new workflow saves time and reduces keystrokes—as real time has been found to do—it takes some time for employees to become fully comfortable with new processes and to learn how to use them most efficiently.

The initiative will give agencies step-by-step guidance in how to implement real time and broaden its usage through a Web site—www.getrealtime.org/21dc.

Agents will have options in taking the challenge, depending upon where the agency currently stands with the functionality.

The campaign said a "Champions Challenge" allows selected employees to go through the challenge first and then bring it to the full agency, where all employees take the challenge together.

If an agency needs to install real time functionality in its agency management system, they can click the button "New to Real Time" for a preliminary walk-through on getting started.

When agencies begin one of the challenges, they should register on the site so campaign supporters can reach out to them to provide support if needed, said campaign officials. Carriers and vendors are ready to answer questions that may arise as individuals and agencies take the challenge.

The initiative was designed to recognize successful completion of the challenge when:

- Real time has become the predominant workflow for the agency with those carriers and transactions where it is offered.
- The new workflow is having a positive impact on the agency.

Agencies will receive a certificate acknowledging their successful completion when they finish the full Agency Challenge.

A Web seminar is scheduled for Jan. 27, from 1:30 to 2:30 p.m. EST, to showcase real-time functionality and to demonstrate the new "21 Day Challenge" Web functionality.

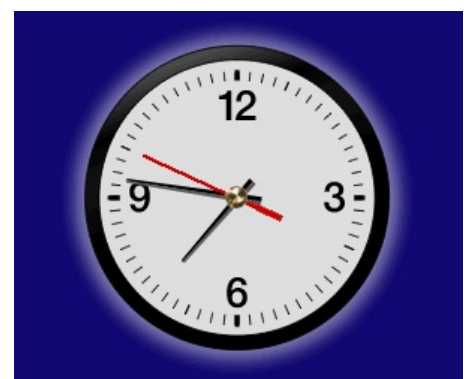
Advance registration for the seminar is available online at <https://www1.gotomeeting.com/register/596616128>.

National, state, local agent associations and user groups seeking additional promotional help can contact Dave Willis at dave@Aartrijk.com or (603) 444-2225.



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