



**BREAKING NEWS**

## New Speedy Agency Tech Campaign Unveiled For NY, Iowa

By [NU ONLINE NEWS SERVICE](#)

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An effort led by a variety of insurance industry groups to help independent insurance agencies speed their workflow with faster technology was commenced today in Iowa and New York.

The all-industry Real Time/Download Campaign is called the “21 Day Challenge” and includes agents, brokers, carriers, technology providers, user groups, and insurance agent and industry associations.

Financial backing comes from: ACORD; ACT; AMS Users’ Group (AMSUG); Applied Systems; Applied Systems Client Network (ASCnet); Artizan Internet Services; AUGIE; EMC Insurance Companies; Grange Insurance; Harleysville; Independent Insurance Agents & Brokers of America; IVANS; Liberty Mutual Agency Markets; MetLife Auto & Home; Nationwide/Allied; PIA of New York, New Jersey, Connecticut & New Hampshire; SilverPlume Rating Solutions; Strategic Insurance Software (SIS); The Hartford; Vertafore; and Westfield Insurance.

The campaign group said it is aimed at independent insurance agencies that have not yet adopted Real Time rating and inquiry workflow or want to broaden Real Time usage to all of their employees.

Additional states, in addition to New York and Iowa, will see a rollout of the campaign by the end of the year, the group said.

It explained that the Challenge is built on the premise some experts have discovered that it takes 21 days for many employees to break old habits and form new ones.

Even if the new workflow saves agencies time and reduces key strokes—as Real Time has been found to do—it takes some time for employees to become fully comfortable with any new process and to learn how to use it most efficiently, the campaign coalition said.

Real Time was defined as 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. This approach, said the coalition provides a single workflow for servicing or quoting.

The group added that the Real Time 21 Day Challenge gives agencies step-by-step guidance in how to implement Real Time and broaden its usage with the introduction of a new Web site—[www.getrealtime.org/21dc](http://www.getrealtime.org/21dc).

The Challenge is being introduced to agencies on a state-by-state basis so that carriers, vendors, user groups and associations can provide agencies with support if needed.

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

IT TAKES AN UNDERWRITER WHO KNOWS HOW TO PROPERLY INSURE THEM.

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There is a "Champions Challenge," where selected employees go through the Challenge first and then bring it to the full agency, and an "Agency Challenge," where all employees take the Challenge together.

If the agencies need to install Real Time functionality, they can click the button "New to Real Time" for a walk-through process on getting started, the coalition said.

It was noted that as agencies begin one of the two challenges, it is important that they register on the site so campaign supporters can reach out to them to provide support if needed.

Carriers and vendors have beefed up support in Iowa and New York to answer questions that may arise as individuals and agencies take the challenge, said the coalition.

In a statement, campaign officials said successful completion of the challenge occurs when Real Time has become the predominant workflow for the agency (for those carriers and transactions where it is offered) and the new workflow is having a positive impact in the agency.

The campaign kicked off today with a morning webinar.

Real Time/Download Campaign ([www.getrealtime.org](http://www.getrealtime.org)) was launched in April 2007 and is dedicated to improving the competitiveness of the independent agency distribution channel.

The campaign said it does not advocate a specific technology but a workflow approach that frees up more time for agencies to sell process and service business. Most agents can leverage tools already contained in their agency management systems or comparative raters.

Real Time is the ability to get immediate access to carrier information on a client. The transaction may be a quote, billing inquiry, claim inquiry/loss run, policy view, endorsement, or a request for information.

The campaign said its goal is to double the number of Real Time transactions each year.