



A Path Forward to a Digital Application and Renewal Process

Building for the Future of Commercial Lines, Today

The COVID-19 pandemic has impacted industries, economies, relationships, and work environments around the world. Overnight, it forced us to change the way we interact with those around us. Social distancing has pushed workforces into remote operations and for many agencies, amplified inefficiencies in their existing application and renewal processes. Many rushed to find technical solutions to enable remote working and replace in-person communication with their customers.

For many, temporary fixes helped overcome short term challenges, but now more than ever, there is a unique opportunity for agencies to make long-term moves and prepare their businesses and customers for the digital future of commercial lines. Agencies who leverage this opportunity and make shifts to enable their business to better serve customers and grow their books of business in a new, digital world will be positioned for long-term success.

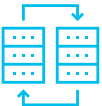
Key questions to ask yourself:

- 1 How will you enable your team to operate in a remote environment and remain efficient?
- 2 How will you communicate with your customers online when face-to-face interactions are not possible?
- 3 How will you provide a simple commercial application process to streamline account rounding and onboarding new business?
- 4 How will you make the data collection process during yearly renewals simple and seamless for your current customers?

While answering these questions, consider what new ways and new technology can help your business solve these challenges and build a new, more efficient process.

Most organizations were not ready for the dramatic and sudden changes to their businesses and operating models. Agencies must build their paths forward to navigate today's reality and a post-pandemic business model that supports the digital reality we are living in today.

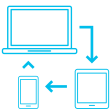
While you plan for long-term shifts in your commercial lines process, consider the role technology can play in supporting your business to:



Collect data from your customers remotely:

Agencies must find new ways to gather accurate information in a secure manner from their customers when paper and in-person meetings are not an option. Technology can bridge this gap with:

- Online “smart” insurance forms that provide customers a digital TurboTax like experience for completing renewals online.
- Customizable “smart” forms that allow applications to be tailored for the specific needs of your customers and their businesses.
- A secure system for passing and sharing documents between you and your customers to avoid cyber risks and data breaches.



Improve and streamline customer communication:

When in-person interactions are not an option, leverage a customer portal that allows you and your customers to collaborate online. Work together as a team to complete the application and renewal process while operating remotely. Stay connected with an online portal to:

- Track the progress your customers have made on each insurance application to inform you when it's appropriate to reach out via phone or email.
- Attach tips and comments to specific questions within applications to help your customer complete forms without setting additional meetings.
- Create automated emails that remind your customers to complete their applications and renewals as deadlines approach.

Grow your business:

Now more than ever, customers are looking for agents who can advise and navigate them through uncertain times. Use technology to:



- Educate your customers on additional policies that remove future exposures while rounding accounts.
- Remove administrative tasks from your teams' operations, such as rekeying of duplicate data, ensuring that time is dedicated towards advising and selling.

Applied is here to empower your team with a digital application and renewal process. Visit appliedsystems.com to learn more and get started.

