

Business Strategy: STP for Agency Distribution

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Corporate Objectives

- › To Build an Automated Application Process to Speed New Business Issue
- › Improve Cost Savings for Policy Issue
- › Make a Decision on 40% of Submitted Applications w/o Additional Underwriting



Business Goals

- › Faster Application Submission and Processing
- › Faster Underwriting Decisions
- › Faster Policy Issue
- › Ensure Application in Good Order at Submission
- › Simplify and Enhance the User Experience

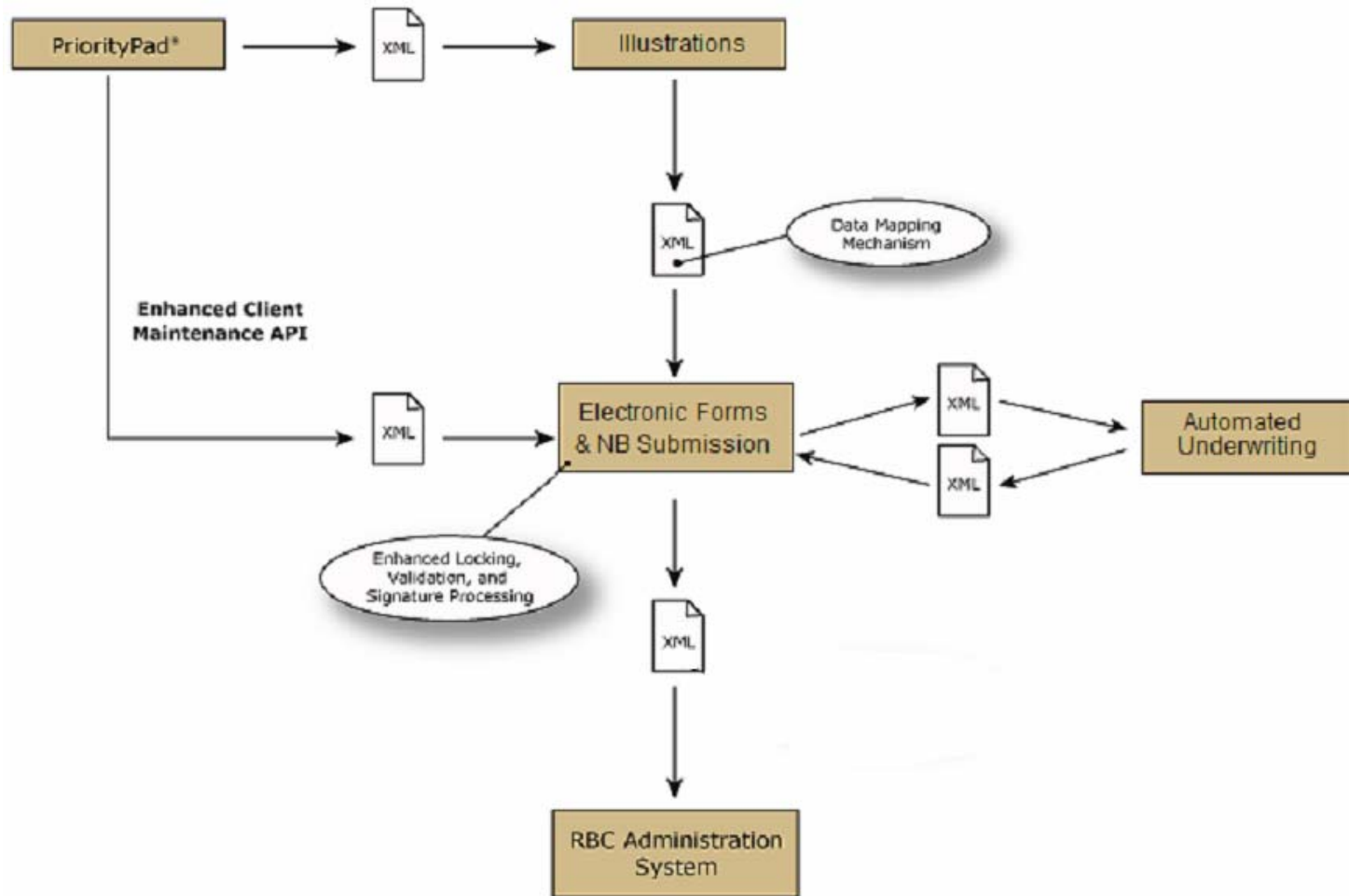
Technical Goals

- ▶ Utilize an existing proprietary CRM system
- ▶ Integrate with multiple vendor applications:
 - ▶ Illustrations
 - ▶ Electronic Forms & Submission Tools
 - ▶ Automated Underwriting
 - ▶ Administration

Technical Goals (continued)

- › Build a Solution for the Future, but Implement It in Today's Technology Environment.
- › Utilize ACORD Standards to Simplify the Development Process Across Disparate Development Environments

High Level EasyAPS™ Architecture



Application Management

- View, Sort and Search Applications and Forms for up to 30 Days
- Re-activate and Complete Applications and Forms That Were Interrupted Prior to Signing
- Copy Applications to Re-quote or Re-illustrate a Product
- Client Information Is Automatically Forwarded and Used When Necessary Throughout the Application With No Re-entry of Data Required



Electronic Signature Capture

- › Signature Capture Via Signature Pad in the Field
- › Enhanced Locking and Validation After the Signature Capture
- › Automatic Date and Time Stamps

Benefits

- › Elimination of Paper Applications
- › Elimination of Cost to Print and Store Applications
- › Reduction of Incoming 800# Fax
- › Reduction of Agent Inquiries
- › Fewer Incomplete Applications
- › Fewer Cases Referred to Underwriting

Benefits (Continued)

- › Quick and Easy to Use
- › Reduced Use of Electronic Mail
- › Reduction of Agency Office Copy and Fax
- › Fewer Delivery Requirements = Increased Persistency
- › Elimination of New Business Follow Ups
- › Rapid Deployment of Changes in Underwriting Rules



Launch the RBC EasyAPS™ Review

May, 2005

STP for Agency Distribution Around the World

11



Projected Cost Savings to RBC

25 to 40% Savings per Application
Processed



Projected Cost Savings to RBC

\$1.5 Million Annually



Questions?

