



TECHNOLOGY SURVEY RESULTS
LBTC ANNUAL MEETING
WEDNESDAY, NOVEMBER 16TH, 2016

AGENDA

Survey Demographics

Underwriting Tools

Agency Technology

Mobile Computing

Agents Support

Carrier Integration

eApp - Electronic Application Submission

ePolicy Delivery

Medical Services

Social Media

STP – Straight Thought Processing

Future Survey Topic

SURVEY DEMOGRAPHICS

3. Best describes your role(s) in the office

Answer Options	Response Percent
Licensing & Contracting	4.8%
Marketing	4.8%
New Business	31.0%
Policy Service	0.0%
Principal	45.2%
Technical	14.3%
Underwriter	0.0%
Other (please specify)	

5. Type of business

Answer Options	Response Percent
Agent	2.2%
Life Brokerage	93.3%
Broker Dealer	4.4%

6. Monthly life applications processed

Answer Options	Response Percent
0 to 150	52.2%
150 to 300	26.1%
300 to 450	10.9%
450 to 600	6.5%
600 to 750	4.3%

7. The number of preferred carriers you do business with (80% aggregate of your business)

Answer Options	Response Percent
0 to 2	4.3%
2 to 4	13.0%
4 to 6	34.8%
6 to 8	13.0%
8 to 10	8.7%
10 to 12	10.9%
12 to 14	2.2%
14 to 16	6.5%
16 to 18	0.0%
18 to 20	2.2%
Greater than 20	4.3%

SURVEY DEMOGRAPHICS

8. How many agents have submitted business to you (at least 2 apps) in the past 12 months?

Answer Options	Response Percent
0 to 50	20.0%
50 to 100	24.4%
100 to 150	11.1%
150 to 200	6.7%
250 to 300	4.4%
300 to 350	4.4%
350 to 400	8.9%
400 to 450	2.2%
450 to 500	0.0%
500 to 1,000	11.1%
Greater than 1,000	6.7%

9. What is the average age of your agents?

Answer Options	Response Percent
20 to 30	0.0%
30 to 40	4.4%
40 to 50	28.9%
50 to 60	64.4%
60 to 70	2.2%
70 to 80	0.0%
Greater than 80	0.0%

10. What % of your business is facilitated by Independent Agents vs. Bank and/or Wire Houses?

Answer Options	Response Count
	81%

11. What % of your business have you moved to a different carrier solely based on technology improvements that made

Answer Options	Response Count
	27%

16. When considering carriers and products to quote or illustrate, rank in order of importance.

Answer Options	Rating Average
Price	2.50
Guarantees	3.65
Value	3.45
Carrier Ratings	4.37
Compensation	5.86
Relationship with the Underwriter	4.53
Ease of doing business	3.52

UNDERWRITING TOOLS

20. What solutions do you use or offer your agents to assist with field underwriting? (Please check all that apply)

Answer Options	Response Percent
AMS UW Guides	14.9%
XRAE	48.9%
Carrier UW Guides	63.8%
Home Grown	40.4%
None	8.5%
Other (please specify)	19.1%

23. Do you utilize or plan to utilize business intelligence type dashboarding or reporting to drive decision making?

Answer Options	Response Percent
Yes	36.4%
No	63.6%

24. If so, what solution are you using or considering? (Check all that apply)

Answer Options	Response Percent
GoodData	6.3%
MicroStrategy	0.0%
LexisNexis	31.3%
Tableau	6.3%
Other (please specify)	56.3%

22. How aware of Predictive Underwriting are you? Your agents?

Answer Options	Not At All	Somewhat Aware	Aware	Very Aware	Rating Average
You	2	7	14	24	3.28
Your Agents	8	28	10	0	2.04

AGENCY TECHNOLOGY

27. Which Agency Management System (AMS) does your office use?

Answer Options	Response Percent
OneHQ	4.3%
AgenciesHQ	0.0%
ORACLE's GA	0.0%
Ebix's SmartOffice	34.0%
iPipeLine's Agency Integrator	36.2%
ApplicInt	0.0%
Home Grown	14.9%
Other (please specify)	10.6%

30. What enhancements to your AMS would you like to see?

Answers:	Response Count
Commission Accounting	
Carrier Integration	

58. What eContracting solution do you offer your agents from your website?

Answer Options	Response Percent
SuranceBay's	11.9%
SureLC	69.0%
Vertafore's ECS	2.4%
None	11.9%
Other (please specify)	4.8%

31. What CRM Software are you using, or plan to use?

Answer Options	Response Percent
AdvisorsHQ	2.5%
SalesForce	10.0%
iRelay	0.0%
SmartOffice	42.5%
Microsoft Dynamics	15.0%
Other (please specify)	30.0%

34. What imaging system do you use to STORE images?

Answer Options	Response Percent
CRL	0.0%
UConnect (Proprietary Platform)	0.0%
Exam One	28.3%
PaperClip	54.3%

59. If you maintain Licensing & Appointment information, what system do you use to store the data?

Answer Options	Response Count
Ebix SmartOffice	31%
Agency Integrator	31%
Homegrown AMS	15%
SuranceBay	23%

AGENCY TECHNOLOGY

**32. Does your CRM support, and are you using?
(Select all that apply)**

Answer Options	Response Percent
Letter Templates	5.1%
Pending Case	12.8%
Marketing	20.5%
Task Management	10.3%
Mobile	7.7%
Other (please specify)	43.6%

**32. Does your CRM support, and are you using?
(Select all that apply)**

Answer Options	Response Percent
Letter Templates	5.1%
Pending Case	12.8%
Marketing	20.5%
Task Management	10.3%
Mobile	7.7%
Other (please specify)	43.6%

61. What enhancements would improve the Secure Email experience?

Answer Options	Response Count
More widespread acceptance among carriers	
Ease of use on both ends	
Inexpensive and easy to use	

60. What solution are you using/planning to use for Secure Email transmission to the carrier and/or Agents?

Answer Options	Response Percent
eM4	53.7%
TLS	24.4%
Other (please specify)	22.0%

62. If you do not secure your customer's data, please explain why.

Answer Options	Response Count
	0

MOBILE COMPUTING

17. Do you have a mobile optimized website or do you plan on creating one?

Answer Options	Response Percent
Yes we have one	76.6%
No (if not, why not)	10.6%
Planning to (when)	12.8%

18. Do you offer any Apps for tablets or smartphones? If so, for what purpose?

Answer Options	Response Percent
Yes (for what purpose)	43.5%
No (why not)	47.8%
Planning to (for what purpose)	8.7%

19. Do you leverage Apps created by your carriers for? (Check all that apply)

Answer Options	Response Percent
Marketing	35.7%
Quoting	57.1%
Sales Ideas	10.7%
Case Management	10.7%
Other (please specify)	25.0%

21. What collaboration tools do your agents and back office personnel use?

Answer Options	Response Percent
Box.com	2.9%
Microsoft OneDrive	8.6%
Dropbox.com	28.6%
SugarSync	0.0%
EverNote	11.4%
Proprietary	8.6%
Google Docs	17.1%
Other (please specify)	22.9%

AGENTS SUPPORT

25. Are you providing any of the following to your agents?
(Check all that apply)

Answer Options	Response Percent
Advanced Planning	71.1%
Marketing Materials	88.9%
Sales Ideas	93.3%
Other (please specify)	17.8%

26. How do you deliver your marketing materials to your agents? (Check all that apply)

Answer Options	Response Percent
Print	57.4%
Mobile App	19.1%
Email	95.7%
Cloud (i.e. box.com)	6.4%
Company Website	66.0%
Other (please specify)	17.0%

33. What self service tools do you offer to your producers?
(Select all that apply)

Answer Options	Response Percent
Commission Data	17.4%
Inforce Business	37.0%
Policy Owner Service	26.1%
Forms	82.6%
L&A Access	37.0%
Quotes	91.3%
Illustrations	78.3%
Pending Case Status	71.7%
Other (please specify)	10.9%

43. What solutions do your agents use to engage customers in the sales process?(Check all that apply)

Answer Options	Response Percent
FacetoFace	87.8%
Presentation Social Media	17.1%
GoToMeeting WebEx	34.1%
JoinMe None	22.0%
MeetNow Other (pleas specify)	0.0%
Printed Materials	70.7%

CARRIER INTEGRATION

28. Which carrier data feeds do you integrate into your AMS for more than 1 carrier? (Please check all that apply)

Answer Options	Response Percent
2Way Communication	15.4%
Inforce Data	30.8%
Pending Case Status	87.2%
Commission Statements	33.3%
Licensing & Appointments	43.6%
Other (please specify)	5.1%

29. If you are NOT integrating all the carrier data feeds into your AMS system, please explain. (Please check all that apply)

Answer Options	Response Percent
Did not know it was available	6.5%
My preferred carriers don't offer it	12.9%
It is too difficult to set up and train the staff	3.2%
Management doesn't recognize the value	0.0%
It's not worth the extra expense	6.5%
It overrides too much data in our system	9.7%
Too much inconsistency from carrier to carrier	41.9%
I don't know why we don't	3.2%
Other (please specify)	16.1%

35. For formal business, what % of your carriers do you submit images to electronically?

Answer Options	Response Count
	88%

36. For Trials/Informal business, what is your preferred method of submission to the carrier?

Answer Options	Response Percent
Carrier pulls from BGA	2.2%
Image Vendor	23.9%
Email	52.2%
USPS	0.0%
Fax	0.0%
FTP	6.5%

37. In regards to Check 21, I...(Check 21 is capturing an image of the front and back of a check, along with the associated payment information, and transmitting this information electronically)

Answer Options	Response Percent
...will not use it	10.9%
...use it and wish more carriers supported it.	54.3%
...would be willing to use it if my carriers supported it	28.3%

CARRIER INTEGRATION

69. How often do you access carrier websites?

Answer Options	Response Percent
Never	0.0%
All Day	69.8%
Once a Day	2.3%
2-3 Times a Day	18.6%
Less than Once a Week	4.7%
Once a Week	0.0%
2-3 Times a Week	4.7%

70. What areas do you typically visit on the carrier's website?

Answer Options	Response Percent
Marketing	9.5%
Pending Case	47.6%
Producer	0.0%
Sales Tools	4.8%
Inforce	2.4%
Products	2.4%
Commissions	4.8%
Other (please specify)	28.6%

71. What improvements to the carrier's website would make them easier to do business with?

Answer Options	Response Count
Standardization	

eAPP - ELECTRONIC APPLICATION SUBMISSION

38. What eApp (full application) platform do you offer your agents?

Answer Options	Response Percent
Ebix's LifeSpeed	0.0%
Carrier's Direct Link	17.1%
iPipeLine's AFFIRM for Life	0.0%
iPipeLine's iGO	70.7%

40. Do you start or submit drop tickets on behalf of your agents?

Answer Options	Response Percent
All	4.3%
An Extreme Amount	2.2%
Quite a Bit	15.2%
Some	50.0%

39. What Drop Ticket (short app) platform do you offer your agents today? What is your preferred offering?

Answer Options	For my agents, I Offer	For my agents, I Prefer	Rating Average
ApplicInt's ExpressComplete	7	4	1.36
Ebix's LifeSpeed	4	0	1.00
Insurance Technology's FireLite	2	0	1.00
iPipeLine's AFFIRM for Life	1	0	1.00
iPipeLine's Drop Ticket	16	7	1.30
Proprietary App	7	2	1.22
Carrier's Direct Link	15	1	1.06
Custom URL per Carrier	6	3	1.33

eAPP - ELECTRONIC APPLICATION SUBMISSION

41. Do you or your agents collect applications on paper and then re-key the information into an eApplication solution?

Answer Options	Response Percent
Yes, by the Agent (what %)	27.5%
Yes, by the BGA (what %)	30.0%

42. What percentage of your agents use WebEx or something similar to engage with their consumers in the sales process?

Answer Options	Response Percent
	16%

45. What % of your monthly life app count is submitted electronically?

Answer Options	Response Percent
	45%

44. How are signatures collected when the application is not started and completed within the eApplication or Drop Ticket model?

Answer Options	Response Percent
DocuSign	17.5%
SIGNIX	2.5%
Silanis eSignLive	0.0%
Voice Signature	2.5%
Wet Signature	62.5%

eAPP - ELECTRONIC APPLICATION SUBMISSION

46. On a monthly basis, how many unique agents submit an electronic life application via...

Answer Options	0 to 20	20 to 40	40 to 60	60 to 80
eApp (Full App)	25	6	2	2
Drop Ticket	20	10	3	3

47. Of the life business that is currently submitted electronically what % of that is...

Answer Options	Response Count
Term Drop Ticket	38
Term Full App	35
UL Drop Ticket	30
UL Full App	33
IUL Drop Ticket	28
IUL Full App	30
Simplified Issue	31
Instant Issue	27

eAPP - ELECTRONIC APPLICATION SUBMISSION

49. Are you currently utilizing eSignature for...

Answer Options	Click Wrap	DocuSign	Signature Pad	Silanis	SIGNiX	Voice	Response Count
eApplication	4	15	0	0	0	5	19
ePolicy	2	9	0	0	0	1	11
Delivery	1	5	0	0	0	1	7
eContracting	1	7	0	0	0	1	9
ePolicy	1	6	0	0	0	1	8
Service	0	1	0	0	0	1	2
Other (please specify)							5

50. What type of eSignature do your customers prefer?

Answer Options	Response Percent
Digital Voice Print	0.0%
Voice Signature	24.0%
FacetoFace	28.0%
Signature Pad	0.0%
Stylus on Screen Web (electronic) Signature	4.0%
Pin and/or personal information authentication via web	24.0%
Pin and/or personal information authentication via	4.0%
Other (please specify)	16.0%

ePOLICY DELIVERY

51. Do you offer your agents ePolicy Delivery, and if so, which solution?

Answer Options	Response Percent
Carrier's Proprietary Solution	58.1%
iPipeLine's PolicyBox	3.2%
Ebix's PolicyNow	0.0%
iPipeLine's PolicyEX	19.4%
Other (please specify)	19.4%

52. In regards to ePolicy Delivery, what are the barriers you have encountered, or what incentive programs are working?

Answer Summaries
Not many carriers are offering it.
Not consistent between carriers.

53. How many policies does your agency deliver each month via ePolicy Delivery electronic methods?

Answer Options	Response Percent
0 to 50	94.3%
50 to 100	0.0%
100 to 150	2.9%
150 to 200	0.0%
200 to 250	2.9%
250 to 300	0.0%
300 to 350	0.0%
350 to 400	0.0%
400 to 450	0.0%
450 to 500	0.0%
Greater than 500	0.0%

MEDICAL SERVICES

55. Do you order your own APS on behalf of the carrier?

Answer Options	Response Percent
Yes	93.0%
No	7.0%

57. Are you ordering and scheduling requirements electronically?

Answer Options	Response Percent
Yes	87.8%
No	12.2%

56. If so, which Paramed vendor(s) are you using?
(Please check all that apply)

Answer Options	Response Percent
APPS (Portamedic)	12.2%
Exam One	17.1%
EMSI	9.8%
Superior Mobile Medics (Exam One)	14.6%
Other (please specify)	46.3%

SOCIAL MEDIA

63. How do you leverage social media to connect to your customers?

Answer Options	Response Count
LinkedIn	

67. Do you advertise your social profiles on your website, business cards, email signature or other marketing collateral?

Answer Options	Response Percent
Yes	78.4%
No (if not, why not)	21.6%

66. How often do you post on social media?

Answer Options	Response Percent
Never	23.8%
Daily	19.0%
Once a Week	21.4%
2-3 Times a Week	23.8%
Once a Month	9.5%
2-3 Times a Month	2.4%

68. Do you research and/or connect with a prospect on social media prior to the first call or meeting?

Answer Options	Response Percent
Yes	71.4%
No (if not, why not)	28.6%

64. Which social media channels do you use the most...

Answer Options	Not at all	Some	Frequently	All the time
LinkedIn	2	15	9	13
Twitter	11	10	6	6
Facebook	14	8	10	5
YouTube	17	6	8	2
Google +	24	4	0	0
Other (please specify)				

STRAIGHT THROUGH PROCESSING SOLUTIONS

14. What quote engines do you use or offer your agents?
(Please check all that apply)

Answer Options	Response Percent
AgentQuote	0.0%
Ebix's VitalSales Suite	42.6%
QuickQuote	10.6%
Annuity Rate Watch	34.0%
iPipeLine's Annuity Pipe	8.5%
QuoteBurst	0.0%
CANNEX	25.5%
iPipeLine's LifePipe	68.1%
CompuLife	25.5%
iQuote	4.3%
None	4.3%
Other (please specify)	25.5%

15. What is the primary illustration system used within your office?

Answer Options	Response Percent
Carrier Software	8.7%
Ebix's WinFlex	71.7%
iPipeLine's QuoteNow	8.7%
None	2.2%
Other (please specify)	8.7%

FUTURE SURVEY TOPICS

- Agency Management systems
- BGA Best Practices and Metrics
- DOL direction. While this is annuity, Qualified Life can't be far behind.
- How carriers are handling quick quotes and Informals
- Inforce Policy Management
- Policy Owner Service (POS)
- Commissions processing
- How agencies are handing epolicy delivery
- Marketing systems

SURVEY COMMENTS

- Not sure if it was just my system or the survey engine. The survey was very difficult to maneuver through. Some of the questions mentioned check all that apply but would only let you select 1 choice. Some question had answers that did not provide a correct choice. Also, you had complete in one setting it would not save results so you could go in and out of it.
- Expand your thinking about who uses your tools. All of us need documents saved securely AND all of us have to worry about compliance.
- If you ask for more than one answer, let us check more than one box. This survey was technologically painful to scroll through.
- Please test the surveys in full before releasing so we "takers" don't have to beta test a survey and find all the bugs. 73 questions? Cut that in half. Most would have given up but I'm not that bright....
- Some of the questions in the survey that asked for multiple selections only allowed one.
- Survey needs to undergo testing before being sent out. Many questions allowed for multiple answers but could only select one which will totally skew the results.
- Survey too long, some acronyms were not described and unknown to me
- This survey took too long. Suggest fewer questions.
- We need an inforce policy sub-committee... aging producers, succession and orphan policies are a growing problem – and carriers remain focused on solutions for new business...
- Why was this survey moving so slow while I was completing it.

- Thanks for all the hard work and effort to move our industry forward.