

# A-PLUSnews

The Best Underwriting Intelligence in the Business

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## Prefill Plus: Three ways to improve your sales center conversion

There are three ways an insurance company can improve its sales center conversion:

- simplify the application process
- avoid mistakes
- deliver the quote faster

Because it automatically converts a small amount of applicant information into a populated auto insurance application, Prefill Plus is the key to improving all three areas.

### Simplify applications

The average customer will spend at least 15 minutes providing name, address, phone number, driver's license number, vehicle information, and information about other drivers

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***"Prefill Plus streamlines the application process, which lowers your costs and increases your conversion."***

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covered on the policy — a daunting process that often leads to incomplete information or, worse, abandoned quotes.

"Typically, 15 percent of an insurance company's call center quotes are abandoned, as well as about 60 percent of its online quotes," says A-PLUS™ product manager James Levendusky.

With Prefill Plus, the applicant needs to provide only his or her name and one other piece of information — phone number, address, date of



birth, or Social Security number. Prefill Plus instantly fills in the rest.

### Avoid mistakes

Undisclosed drivers and incorrect addresses cost insurers in the United States an estimated \$16.2 billion in lost premium revenues annually, according to a recent report from Quality Planning.

"A vehicle identification number is just one of many pieces of applicant information, and it contains 17 alpha and numeric characters," Levendusky says. "You can struggle to enter those characters — and the rest of the driver's data — manually, or you can let Prefill Plus do it for you instantly and mistake-free."

### Deliver your quote faster

"The average insurance quote supplied by a call center takes 15 minutes to complete and costs the insurance company about \$20," Levendusky explains. "Now imagine the same call center using automated field population from Prefill Plus."

In the time it takes your applicant to give his or her name and phone number, Prefill Plus automatically populates your point-of-sale screen. Once the caller verifies the information, Prefill Plus supplies additional information, including driver's license numbers, additional drivers, number of vehicles, and current policy coverages. The lightning-fast turnaround lets your agent generate an accurate quote in a fraction of the time. And you can integrate the same automatic turnaround into a web-based application as well.

"Prefill Plus streamlines the application process, which lowers your costs and increases your conversion," adds Levendusky. "Instead of time and money spent on interviewing, entering data, and fixing rating errors, you can focus your energy on customer service and quote delivery."

### For more information...

...please contact James Levendusky by telephone at 201-469-3173, or send e-mail to [jlevendusky@iso.com](mailto:jlevendusky@iso.com). ☺

## CV-ALIR® handles mandatory reporting state by state and in real time

Auto insurers that write business in more than one state know the difficulty of meeting Automobile Liability Insurance Reporting (ALIR) requirements. What makes ALIR compliance so daunting is that each state has its own system and set of regulations. Furthermore, states can change regulations at any time. As an insurer, you can invest the time, money, and other resources to comply with each state you serve — or you can make only one investment in CV-ALIR®.



“It has always been challenging — not to mention costly — to meet states’ varying mandatory reporting requirements,” says James Levendusky, A-PLUS™ product manager. “Recently, that challenge has intensified as more and more states now require real-time reporting through the Internet. That’s why CV-ALIR has become a must-have reporting tool.”

According to Levendusky, 28 states require some form of automatic automobile insurance reporting. And that number is expected to grow. Many insurance carriers have

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already addressed the challenge by letting CV-ALIR from the Coverage Verifier<sup>SM</sup> Suite of Services deal directly with each state’s motor vehicle department.

“The process is automatic between our database and each DMV, saving you a lot of time and resources,” Levendusky explains. “Furthermore, CV-ALIR customers will not have to worry if and when their state makes the change to real-time reporting. The bottom line is that completely automating mandatory reporting should be the goal of every insurer, whether you operate in one state or many.”

### For more information...

...please contact James Levendusky by telephone at 201-469-3173, or send e-mail to [jlevendusky@iso.com](mailto:jlevendusky@iso.com). ☎

## A-PLUS™ auto and property databases still the industry standard

The A-PLUS™ auto and property databases not only lead their industries but also more than double the competition’s participation, according to A-PLUS General Manager Steven Craig.

“Currently, more than 975 contributing companies, representing more than 92 percent of all auto insurers, provide loss-history data to our auto database,” says Craig. “Furthermore, our property database

reflects more than 1,400 contributors — or more than 95 percent — reporting data.”



A-PLUS is the industry’s largest loss-history database, representing the broadest mix of contributors, including insurance companies, managing

general agents, joint underwriting associations, FAIR Plans, and other insurance pools around the country.

Additional information is available from your A-PLUS sales representative. Or you can contact Steven Craig by telephone at 201-469-3174, or send e-mail to [scraig@iso.com](mailto:scraig@iso.com). ☎

## A-PLUS™ property and auto reports offer almost 100 new fields

A-PLUS™ has expanded both its property and auto reporting to offer a total of almost 100 new contribute-to-receive fields. The expansion adds to several recently introduced boat fields in A-PLUS property reporting, which we announced in the May 2008 issue of *A-PLUS News*.

“The boat fields represent only one area of expansion,” says Dorothy Ziegelbauer, A-PLUS product development manager. “We’ve added a total of 27 new fields to A-PLUS Auto, as well as a total of 69 new fields to A-PLUS Property.”

As an A-PLUS customer, you’ll receive information on only the fields for which your company contributes data. Here are some examples of the new fields:

### Policy and claim information

The information can now contain nearly a dozen policy and claim fields, including policy limits, deductibles, reserves, expense amounts, or other amounts specific to an insured’s policy and claim.

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***“Adding contribute-to-receive fields is a win-win for A-PLUS and our customers. A-PLUS customers not only receive unparalleled detail in their reports, but they also enjoy a level of customization not available anywhere except with A-PLUS.”***

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### ISO and company-specific codes

More than a dozen codes are now available, including those for actual or potential emerging issues, territory structure, policy type, subline, and North American and Standard Industrial Classifications (NAIC and SIC). Also available are classification codes defined by ISO or by the insurance company and a unique customer identifier code.



Property reports include workers compensation codes that denote part of body, nature of injury, cause of loss, and injury type.

### Excess or umbrella limits

Listed as excess attachment points, the fields denote indemnity limits found on an umbrella or excess policy declarations page.

### Agent information

We’ve added fields to capture the agent’s name, address, and a company-assigned code.

### Boat fields

We’ve also enhanced property reports to provide 31 new boat-related fields. They include HIN (hull identification number), model, manufacturer, engine type, speed, passenger capacities, and many more.

“Adding contribute-to-receive fields is a win-win for A-PLUS and our customers,” says Ziegelbauer. “A-PLUS customers not only receive unparalleled detail in their reports, but they also enjoy a level of customization not available anywhere except with A-PLUS, because they can pick and choose from dozens of fields to share industry data. As more and more companies choose to report a greater breadth and depth of data, our product will only grow in its reporting power and overall usefulness to the industry.”

### For more information...

...please contact Dorothy Ziegelbauer by telephone at 201-469-3601, or send e-mail to [dziegelbauer@iso.com](mailto:dziegelbauer@iso.com). ☺

## State regulations update

### Report freeze does not affect A-PLUS™

Although 48 states and the District of Columbia have enacted laws allowing consumers to freeze their consumer reports, the legislation does not affect A-PLUS™ loss-history reports.

All states except Alabama and Michigan passed legislation allowing consumers to freeze reports maintained and issued by consumer reporting agencies. ISO has reviewed the legislation and confirmed that the security-freeze requirements do not apply to A-PLUS loss-history reports. Loss-history reports are either specifically listed as being exempt from the requirements, or the requirements apply only to credit reports issued for purposes of extending credit.

### D.C. revises homeowner policy regulation

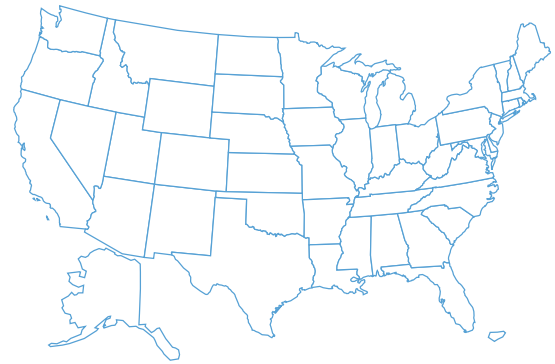
The District of Columbia revised its municipal regulation, “26 DCMR Chapter 50, Unfair Trade Practices, Section 5000, Permissible Reasons for Non-Renewal/Cancellation and Use of Claims History Information.” The revisions went into effect October 5, 2007.

They are as follows:

- deleted — a section that prohibits nonrenewal of homeowner policies based on the first “closed without payment” claim
- added — a section that prohibits nonrenewal of homeowner policies based on any inquiry for which no payment was made
- added — a section that requires an insurer to specify reasons for cancellation or nonrenewal of a homeowner policy based on claims or loss history and to include specific information so the insured can refute the accuracy of any claim or loss history

### Delaware law ends three-year fight over insurance regulation

In 2005, the Delaware Insurance Department proposed Regulation 703, prohibiting insurers from non-renewing or cancelling homeowners policies based on claims history. Trade associations gained a court injunction against the regulation, which the department appealed. The



department dropped the appeal, however, when Delaware enacted Senate Bill 191 into law on July 3, 2008.

Known as S.B. 191, the law prohibits nonrenewal of a homeowner policy based solely on:

- claims closed without payment, unless the claim demonstrates a substantial change in hazard or the insured has refused to make necessary repairs
- fewer than three weather-related claims in the last 36 months
- a single non-weather-related claim

The law also prohibits any underwriting decision based on an inquiry. (An inquiry is defined as any contact initiated by an insured that is not the filing of a claim to an insurer.) ☞

## Two more states offer vehicle registration reports

Illinois and Wyoming recently lifted restrictions on vehicle registration reports (VRRs).

“As more states lift their VRR restrictions, A-PLUS can deliver more vehicle data,” says Robert H. Smith, A-PLUS™ product manager. “In turn, A-PLUS customers have more information for their underwriting and rating process.”

A-PLUS vehicle registration reports return vehicle data instantly, using either a VIN, license plate number and state, or a surname and address. The data returned can include year, make, and model; name and complete

address of the registrant; any cosigners or second owners; and name of leasing company. Other information can include whether the vehicle has a branded title.

### For more information...

...please contact Robert H. Smith by telephone at 201-469-3167, or send e-mail to [rsmith@iso.com](mailto:rsmith@iso.com). ☞

## Washington offers MVRs in real time

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Washington recently joined the list of states now offering motor vehicle reports (MVRs) in real time. With the addition of Washington, A-PLUS™ can provide reports from ISO's iiX™ unit for 48 states and the District of Columbia.

"We now include Washington MVRs with our instant reporting through ISO Passport," says Robert H. Smith,

A-PLUS™ product manager. "The service gives you the comprehensive, reliable, and timely information you need for effective automobile underwriting."

### For more information...

...please contact Robert H. Smith by telephone at 201-469-3167, or send e-mail to [rsmith@iso.com](mailto:rsmith@iso.com). ☞

## FCRA compliance with a personal touch

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The Fair Credit Reporting Act (FCRA) requires all consumer reporting agencies to adhere to strict guidelines for sharing information about consumers. As one of those agencies, A-PLUS™ maintains and shares its data according to FCRA requirements. But A-PLUS doesn't stop at just meeting the minimum requirements. Our FCRA team and Consumer Inquiry Center provide a personal touch that surpasses the standard.

"We support our client insurers, as well as their customers, by maintaining a fully staffed inquiry center," says Chillie Simmons, A-PLUS product manager. "Individuals who call during business hours will be greeted by a trained professional, not just a recording. And during evening hours or holidays, when we rely on voice mail, we return every message the next business day. We're available to expedite every call."

### How it works

If a loss-history report supplied by A-PLUS leads an insurer to take adverse action against one of its customers or potential customers — such as raising rates, terminating a policy, or denying coverage — the customer has a right to view the data that led to that decision. The insurer then puts the customer in contact with the A-PLUS Consumer Inquiry Center.

A consumer who wants to view and possibly dispute his or her loss-history report contacts our call center, which we staff Monday through Friday from 9:00 a.m. to 5:15 p.m. (Eastern Time). When consumers leave a message after business hours or during holidays, we return the call the next business day.

When our FCRA unit receives a consumer call, we send the consumer a Request for Disclosure (RFD) form. We release the consumer's loss-history report within ten business days of receiving the completed RFD form.

Should a consumer question the accuracy of his or her information maintained in the A-PLUS database, we'll investigate with the insurance company submitting the claim. Based

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on instructions from the insurer that submitted the claim, we'll change, delete, or continue to maintain the claim in the A-PLUS database. Pending the outcome of the investigation, we'll add a statement of dispute to a claim record for the consumer. If the reporting organization does not respond to an investigation within



30 days, we'll delete the claim from the database.

To comply with FACTA (Fair and Accurate Credit Transactions Act) of December 2003, A-PLUS will provide an annual loss-history report free to requesting consumers. Individuals may request a report by calling 1-800-627-3487.

Here is how to contact the A-PLUS Consumer Inquiry Center: 545 Washington Blvd., Loc. 22-6 Jersey City, NJ 07310-1686 Telephone: 1-800-709-8842

### For more information...

...please contact Chillie Simmons by telephone at 201-469-3172, or send e-mail to [csimmons@iso.com](mailto:csimmons@iso.com). ☞

## ISOTECH 2008: Connect to technology and underwriting

November 9–11, 2008 • Rio All-Suite Hotel • Las Vegas, Nevada

ISOTECH, the premier conference for the property/casualty insurance industry, is coming to Las Vegas with the theme “Connect.”

In addition to general sessions and its Technology Showcases, ISOTECH offers seven topic tracks, each of which is divided into five specific themes, for a total of 35 concurrent sessions. Year after year, two of our most popular tracks explore technology and underwriting issues. Here is a sneak peek at both.

### Technology Track

This year’s Technology Track offers the latest information on a variety of trends, including:

- the role satellite and other forms of aerial imagery play in mitigating risk
- methods insurers are pioneering in text mining and semantic technologies
- the value of ACORD forms for quality data capture

- the use of one database to bridge the gap between underwriting, claims, and policyholders
- a road map for software and vendor selection

### Underwriting Track

This year’s Underwriting Track offers sessions on underwriting in a changing insurance landscape. Topics include:

- mining high-quality data and analyzing all aspects of underwriting
- the effects of community attributes on insured loss
- the benefits of implementing an underwriting management system
- the effect of climate change on the future of property/casualty insurance
- automatic underwriting for commercial lines

### For more information...

...visit [www.iso.com](http://www.iso.com), click on “Conferences,” and follow the link to ISOTECH 2008. ↗

## HOLIDAY SCHEDULE 2008 AND 2009

ISO has the following holidays for the remainder of 2008 and 2009. All ISO offices in the United States will be closed for the following observances:

### 2008

Thanksgiving Day	Thursday, November 27
Day after Thanksgiving	Friday, November 28
Christmas Day	Thursday, December 25
Day after Christmas	Friday, December 26

### 2009

New Year’s Day	Thursday, January 1
Day after New Year’s Day	Friday, January 2
Presidents’ Day	Monday, February 16
Memorial Day	Monday, May 25
Day before Independence Day	Friday, July 3
Labor Day	Monday, September 7
Thanksgiving Day	Thursday, November 26
Day after Thanksgiving	Friday, November 27
Christmas Day	Friday, December 25

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