

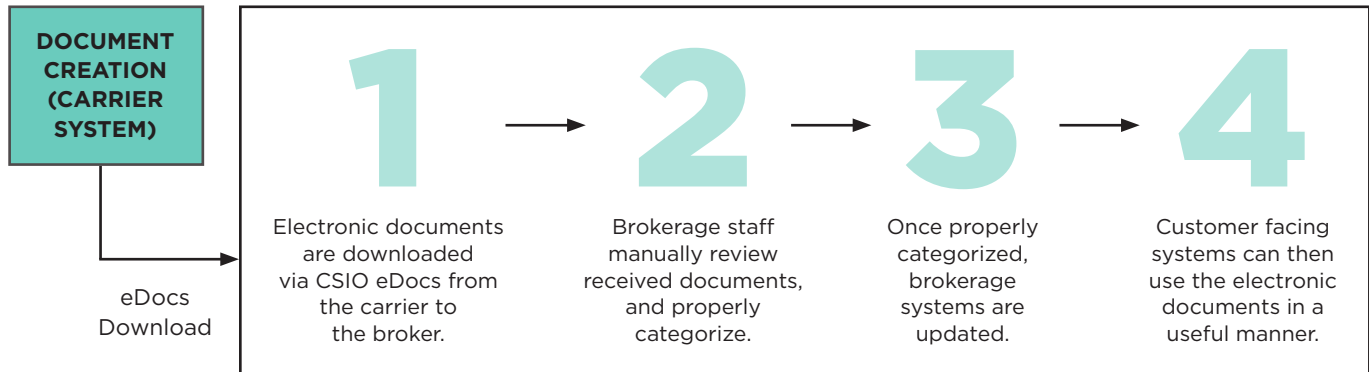
# MODERNIZING ELECTRONIC DOCUMENT DOWNLOAD

The insurance industry's Going Paperless initiative was established with the intent of agreeing on a clear framework for all stakeholders within the broker distribution channel to work cohesively to deliver paperless service to customers. The initiative's stakeholders represent all parts of the industry supply chain, and include numerous carriers, vendors, brokers and industry associations. During early work, it quickly became evident that with some simple changes in the existing handling of paperless communications, great wins could be had through reduced manual touch points, achieved through elaboration on document identification. If electronic documents can be clearly and consistently defined, programmatic handling versus manual intervention becomes immediately possible.

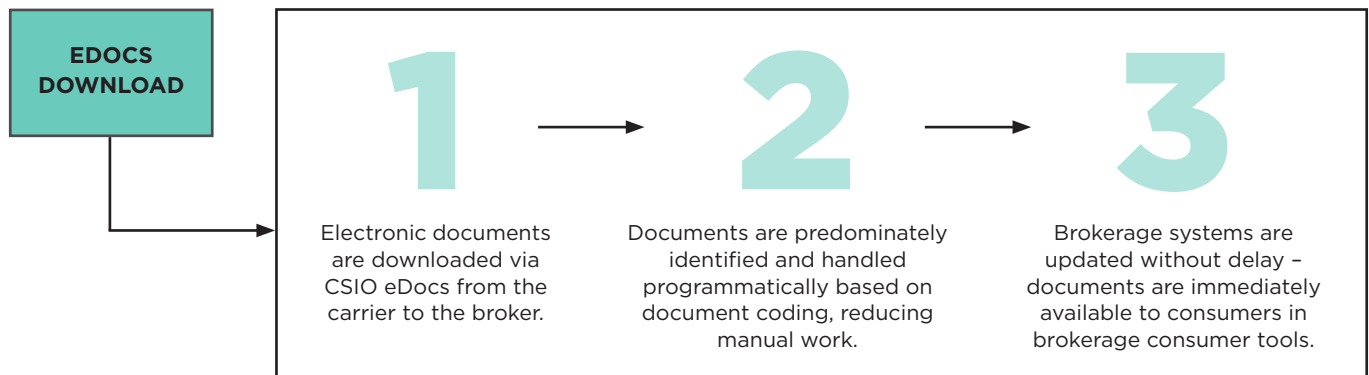
The recommendations contained within this document are intended to lay the groundwork for better electronic document exchange and process automation. While specific changes are also referenced with respect to electronic Dec Pages, further review and optimization of other document types should occur on an ongoing basis with a view to maximizing the ability for receiving systems to accurately understand the type and purpose of downloaded electronic documents.

## THE JOURNEY OF RECEIVED DOCUMENTS

The workflow below outlines the current document journey. While the current intent is for all electronic document exchange to be processed in an automated manner, the manual step noted in the diagram below reflects the reality encountered by most brokerages, for most electronic documents downloaded as of Q4 2020.



The workflow below outlines the proposed modernized document journey:



At the crux of these recommended changes is a need to utilize the existing infrastructure, informed by the modern usages of the received documents today. While at the outset of eDocs, it may not have been envisioned that digital customer service tools would be employed by brokers to present to their customers the received documents, it is still possible today to modernize handling to support these digital use cases. Without updating document packaging and categorization, brokers who have moved down the path of broker digital enablement will continue to have significant, daily manual work required in the brokerage to review and properly label the electronic documents received via eDocs download. This adds time and cost to the process of providing effective customer service.

## RECOMMENDATIONS

The following sections outline the simple, specific, yet impactful recommendations being made to address these two challenges that have been most commonly raised by brokers and vendors with respect to current processes. It should be noted that it is understood that some carriers are already executing on one or both of these recommendations, and those carriers should continue to do so. However, based on carrier surveys, it is evident that less than half of the broker channel carriers are currently executing both of these recommended actions currently, and moving in this direction in a consistent manner across the broker channel will enable better, more consistent and more efficient servicing of customers.

# RECOMMENDATION 1

## ENSURE THAT ALL CARRIERS DOWNLOAD THE CLIENT COPY OF PERSONAL LINES DECLARATION PAGES

### BACKGROUND

The current state within the industry is that there is a fairly even split between carriers who download the “client copy” of the Personal Lines Declaration package and those who download the “broker copy”. The lack of a client copy prevents barriers to brokers in servicing customers and the lack of consistent approach across the industry prevents process automation.

### WHY DO THIS?

Brokers have indicated that the client copy of the dec page is of the utmost importance to enable effective digital servicing to their customers. Information that is unique to the “broker copy”, such as commissions, is transacted via the broker and carrier systems, making the electronic document in this case less of a priority. The absence of a client copy of the dec page within the broker’s own systems presents a barrier today in striving to provide the most efficient service possible to customers. While having both copies is of the most value, if there is only one to be provided, the client copy should be the focus.

### DETAILED RECOMMENDATION

All carriers must download the client copy when downloading personal lines declaration pages to brokers. This is the minimum requirement, as the client copy is the top priority for brokers and their customers. The content provided within the downloaded client copy declaration page should be identical to that which the carrier currently provides to clients in either paper or electronic form. This ensures that the declaration page is suitable to be distributed by the broker to the customer. Beyond this, carriers who wish to also download the broker copy of the declaration pages can do so separately, in addition to downloading the client copy.

### MINIMUM REQUIREMENT

Client copy

### OPTIONAL: CLIENT COPY + BROKER COPY (DOWNLOADED SEPARATELY, AS SEPARATE DOCUMENTS)

With a view to more fully enabling brokers to provide effective, digital service to customers, the preferred copy of Personal Lines Dec Pages that brokers would like to receive is the client copy. From a digital customer service perspective, this is the preferred version for brokers to provide to their customers.

While some brokers have been comfortable with sending the broker copy to customers, many brokers do not prefer to do this. All brokers can make use of the client copy for the purposes of delivering electronic Dec Pages to customers, making this the preferred approach. Some carriers have already reviewed their dec pages and made the necessary changes so that their current version can serve as both client and broker copy, which is a valid option to continue downloading to brokers, provided the downloaded copy is indeed one that brokers are comfortable sending to customers.

Carriers may also opt to download both versions of a dec page to brokers, client copy and broker copy and this is a supported option for carriers that wish to do this, understanding that the client copy is the top priority to provide to brokers. It should be highlighted here as well, that it is critical in this scenario that the client copy and broker copy can be clearly differentiated from each other within the electronic eDocs download stream.

When downloading the Policy Dec page to brokers via eDocs (FileAttachmentInfo/AttachmentTypeCd=CSIO:DEC), it is imperative that the accompanying eDocs CSIO XML message indicates whether it is the broker or client copy that is being downloaded via the FileAttachmentInfo/DocumentCopyTypeCd field. This CSIO XML field currently has 6 possible coded values, including values of A (Agency Copy), I (Insured Copy), and B (Agency/Broker and Insured Copy). The recommended use of this field is as follows:

- 1** When downloading a Dec Page that is deemed to be the **Broker-only Copy, code value A** should be sent in this field.
- 2** When downloading a Dec Page that is deemed to be the **Client Copy, code value I** should be sent in this field.
- 3** When downloading a Dec Page that is deemed to be **both the Broker and Client Copy, Code value B** should be sent in this field. *(Note: this new code value B has been approved by CSIO's maintenance release process and will be published as part of the Standards in Summer 2021. Dec Pages that are downloaded with this code value must be a single Dec Page representing both Broker and Client Copy, and suitable for distribution to clients.)*

## RECOMMENDATION 2

### ENSURE THAT EACH CARRIER DOWNLOADS EACH INSURANCE DOCUMENT AS A SEPARATE ELECTRONIC DOCUMENT

#### BACKGROUND

As we continue to move forward as an industry with respect to the improvement of electronic data interchange and digital servicing of customers, another key challenge presented to brokers and their systems when attempting to automate downstream processes is the combining of separate insurance documents into a single electronic file. Combining different documents (e.g. Policy Dec Page & Billing Schedule) prevents the broker from choosing to configure and automate different processes for the different documents. Instead, brokers often must manually separate the file into separate documents, add additional instructions to customers regarding the document within a document, or perform other workaround processes to resolve this issue.

Historically, the combining of multiple documents into a single file has been done for print fulfillment purposes. As we look to progress the level of digital servicing provided to customers in our industry, we must look to optimize this process which means changes to some legacy processes such as this.

#### WHY DO THIS?

Implementing this change across the industry will allow brokers to free up valuable time that is currently spent manually reviewing and processing electronic documents, when this should be an automated process. Manual effort can be eliminated, processes can be automated and documents and information can be moved into the hands of customers on a far timelier basis.

#### DETAILED RECOMMENDATION

The clear and obvious solution to this issue is for carriers to ensure that each insurance document that is downloaded is done so as its own, separate electronic document when sent via CSIO eDocs. This enables brokers the ability for their systems to tag each document within the system as the specific document type that it reflects, removing need for manual review in the process. This also allows brokers to be able to provide customers with specific documents that are requested or required, either a single, specific document or multiple documents if the situation requires this. Documents downloaded in a combined fashion remove this capability and result in less flexibility and fewer options for the broker when servicing customers.

#### NOTE TO VENDORS

As carriers move towards downloading all documents separately, broker technology vendors may need to review their products to assess whether any enhancements are required to display and manage multiple documents effectively within the broker's system. Additionally, vendor should educate brokers on how best to utilize their product's current functionality to best display and manage the multiple electronic documents.

**IMPLEMENTATION DIRECTION**

IBAC urges insurance carriers to follow the recommended approach when downloading electronic documents to their broker partners via CSIO eDocs, and implementing system changes to adhere to these if not currently doing so already.

**RECOMMENDATIONS SUMMARY**

- When downloading Personal Lines Dec Pages to brokers, insurance carriers should ensure that the client copy is downloaded, and the broker copy may optionally be downloaded to the broker as well (as a separately downloaded document)
- Once the CSIO data standards Attachment Type code list is updated, carriers should ensure that the Dec Page that is downloaded has the correct Attachment Type code associated with it, denoting either client copy (csio:DCC) or broker copy (csio:DBC), specifically
- Insurance carriers should download each insurance document separately to brokers