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Carrier Leverages 21 Day Challenge as Catalyst

MetLife Auto & Home's Regional Sales Managers (RSM) work to stay up-to-date on agency technology. An RSM's primary focus is supporting Independent Agents – helping them write more business, providing information on a wide range of topics, and being the best partner in growing their agencies. Staying current with the many Real Time technology options available to agents is an important part of their role.

“Our Regional Sales Managers are advocates for Real Time use,” explains Ron Berg, Senior Technology Research Specialist. “At MetLife Auto & Home, we see the benefits this technology brings to both agents and the company. We recognize how Real Time solutions can improve agency workflows and have a positive impact on the sales process. We want our RSM prepared to work effectively with agents investing in Real Time technology.”

The company looks for innovative ways to promote Real Time Technology, raise agent awareness, and “jump start” utilization of Real Time solutions. To this end, it recently tapped into the Real Time/Download Campaign 21-Day Challenge, a program designed to help agencies and staff improve results by “getting into the Real Time habit.” (GetRealTime.org/21DC)

MetLife Auto & Home used the Challenge as a call to action. Initially, the campaign was piloted in two states, Iowa and New York. RSM for those states contacted their agents and discussed the 21DC during on-site visits, recruiting participants for the pilot.

Once the pilot concluded, the Challenge was released nationwide. Building on the momentum of the original pilot, MetLife Auto & Home held a series of informational calls with its entire regional sales management staff, using the forum to familiarize managers with the campaign and preparing them to work with their agents on the Challenge.

Participating agencies found value in using the Challenge to boost Real Time awareness and utilization and have realized benefits through its time-saving measures. Agency representatives reported they were able to quickly and easily get up to speed on Real Time using the 21-Day Challenge site, with some users indicating they'd internalized the processes well before the end of the 21 days. Several agencies already using Real Time noted that the Challenge helped to strengthen their understanding of the benefits of integrating Real Time tools in their workflows.

MetLife Auto & Home reports Independent Agents are steadily increasing their use of Real Time tools: Roughly two thirds of the quote requests the carrier receives come through multi-company, vendor-based Real Time tools.

The company also recognizes that more needs to be done. Recurring “Technology Update” meetings with Regional Sales Managers ensure all aspects of the company's technology initiatives are clearly communicated. MetLife Auto & Home plans to continue using tools made available through the industry, such as ACT, the Real Time/Download Campaign, and the ACORD-User Groups Information Exchange (AUGIE). It is also looking at ways to work more closely with key vendors offering agency automation tools, in order to ensure the MetLife Auto & Home Sales organization delivers even greater value to the agents and brokers it serves.