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Take A Leap (Forward): Real-Time Day Set for Feb. 29

JANUARY 26, 2012

New Event Focuses Independent Agent Channel

On Saving Time in Insurance Workflows

PEARL RIVER, NY (January 25, 2012) -- The Real Time/Download Campaign has announced its first-ever industry-wide event: Real Time Day, aimed to boost awareness of ways the independent insurance agent channel can save time on insurance workflows.

Held on Leap Day (Wednesday, Feb. 29, 2012), Real Time Day will provide agents/brokers, user groups, insurance carriers and service providers with opportunities to explore how Real Time and Download tools can boost profitability.

According to the Real Time/Download Campaign, a leading industry advocate for workflow and technology efficiency, Real Time Day will include:

- Web broadcasts featuring interviews and discussions with Real Time and Download users and other experts.
- Webinars and education events sponsored by agency management systems user groups.
- Presentations by insurance carriers and vendors on using Real Time tools.
- Contests, rewards and prizes to recognize success in Real Time and Download usage.

"Real Time Day is a new way for agencies to tap the latest and greatest in Real Time and Download capabilities," commented campaign Co-Chair Joyce Sigler, CISR, CPIW, CPIA, vice president of administration at Jones & Wenner, an insurance agency in Fairlawn, Ohio.

"Our surveys show that people who use Real Time and Download save, on average, an hour a day by eliminating multiple data entry, password management and other redundant work," Sigler added. "All an agency needs is two people in the agency using Real Time and Download, and they've saved a day's worth of work each week."

Co-Chair Stuart Durland, AAI, AINS, partner and vice president of operations at Seely & Durland, an insurance agency in Warwick, N.Y, pointed out: "There are generally two obstacles to creating Real Time efficiencies. First, agents don't know what tools are available. Second, if they do know about them, they don't know how to get them to work. Real Time Day will help agencies hurdle those obstacles."

Durland added: "Insurance carriers, agency management system vendors, and comparative rating vendors have released updated Real Time and Download functionality. We invite agency leaders to take a fresh look at these tools on Real Time Day, because they can gain a significant payoff by creating greater efficiencies."

To submit an event or materials for inclusion among Real Time Day activities (which will appear at bit.ly/RealTimeDay), submit information to: RealTime@Aartrijk.com.

About the Real Time/Download Campaign

Launched in 2007, the Real Time/Download Campaign (www.getrealttime.org) is dedicated to improving the competitiveness of the independent agency distribution channel. The campaign isn't advocating a specific technology, but a workflow approach that frees up more time for agencies to sell, process and service business. Most agents can leverage tools already contained in their agency management systems or comparative raters.

Campaign participants include agents, brokers, carriers, technology providers, user groups, and agent and industry associations. The campaign is led by industry groups and sponsored financially by: ACORD and the ACORD-User Groups Information Exchange (AUGIE); Allied Property & Casualty Insurance/Nationwide; Applied Systems; Applied Systems Client Network (ASCnet); Artizan Internet Services; CNA; EMC Insurance Companies; Erie Insurance; Grange Insurance; Harleysville; The Hartford; Independent Insurance Agents & Brokers of America (IIABA) and its Agents Council for Technology (ACT); IVANS; Liberty Mutual Agency Corporation; MetLife Auto & Home; Network of Vertafore Users (NetVU); PIA of New York, New Jersey, Connecticut & New Hampshire; Progressive; Travelers; Vertafore; and Westfield Insurance.

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