

## Agents Offered Online Real-Time Training

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Published 4/27/2009

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The Real Time/Download campaign—an effort by a confederation of producers, insurance companies and independent agent trade groups to develop speedier, Web-based workflow systems—has increased the number of its webinar offerings to help bring more participants on board.

The campaign added dates to its monthly webinars, titled: “Real Time: The Next Major Advance in Agency Workflow.” Upcoming sessions are scheduled for May 6 and June 3.

The hour-long sessions provide independent agency owners and employees a free, convenient opportunity to understand how to leverage a wave of change underway that improves customer service and agency profitability, the campaign noted.

“Why should agency staff take an hour out of their day to learn about Real Time?” asked campaign Co-Chair Cyndy Smith, vice president and director of technology at Haylor, Freyer & Coon in Syracuse, N.Y. “Agencies using this advanced workflow are saving 30 minutes or more per day, per customer service representative. So in less than a week, CSRs will see a return on the time they invested in attending the webinar.”

The campaign said that more than 1,000 insurance professionals have participated in the webinars already this year.

In each session, presenters explain Real-Time, demonstrate its capabilities, discuss benefits, and outline steps agencies can take to implement real time or increase its usage.

They also discuss the increasing importance of download—which completes the round trip of data between agency and carrier.

The Real Time/Download Campaign does not advocate a specific technology but rather a workflow approach that frees up time for agencies to sell, process and service business. Most agents and brokers can leverage tools already embedded in their management systems or comparative raters.

Attendees can listen to the audio through computer headsets or speakers or by dialing a long-distance number.



**WHERE DO I SIGN UP?**

- ▶ A recorded version of “Real Time: The Next Major Advance in Agency Workflow” is available on demand at [www.getrealtime.org](http://www.getrealtime.org).
- ▶ Agents can register for the May 6 event at [www1.gotomeeting.com/register/771210636](http://www1.gotomeeting.com/register/771210636).
- ▶ Registration for the June 3 session is at [www1.gotomeeting.com/register/770965005](http://www1.gotomeeting.com/register/770965005).
- ▶ A presentation outline is available at [www.getrealtime.org/active/powerpoints.asp](http://www.getrealtime.org/active/powerpoints.asp).

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