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**Real Time '21 Day Challenge' Launches in Iowa & New York**

PEARL RIVER, NY (October 20, 2009)—The all-industry Real Time/Download Campaign today launched a major new initiative—the 21 Day Challenge—for independent insurance agencies that have not yet adopted Real Time rating and inquiry workflow or want to broaden Real Time usage to all of their employees. The Challenge is being introduced to agencies in Iowa and New York today and will be rolled out to additional states by the end of the year.

The Challenge is built on the premise some experts have discovered that it takes 21 days for many employees to break old habits and form new ones. Even if the new workflow saves agencies time and reduces key strokes—as Real Time has been found to do—it takes some time for employees to become fully comfortable with any new process and to learn how to use it most efficiently.

Real Time is the ability to click on a button from a client file in the agency management system or comparative rater for immediate access to carrier information on that client. This approach provides a single workflow for servicing or quoting.

The Real Time 21 Day Challenge gives agencies step-by-step guidance in how to implement Real Time and broaden its usage with the introduction of a new Web site—[www.getrealtime.org/21dc](http://www.getrealtime.org/21dc). The Challenge is being introduced to agencies on a state-by-state basis so that carriers, vendors, user groups and associations can provide agencies with support if needed.

Agents will have two options in taking the Challenge, depending upon where the agency currently stands with the functionality—"Champions Challenge" (where selected employees go through the Challenge first and then bring it to the full agency); or "Agency Challenge" (where all employees takes the Challenge together). If the agencies need to install Real Time functionality, they can click the button, "New to Real Time," for a walk-through process on getting started.

As agencies begin one of the two challenges, it is important that they register on the site so campaign supporters can reach out to them to provide support if needed. Carriers and vendors have beefed up support in Iowa and New York to answer questions that may arise as individuals and agencies take the challenge.

Campaign officials say successful completion of the challenge occurs when:

1. Real Time has become the predominant workflow for the agency (for those carriers and transactions where it is offered); and
2. The new workflow is having a positive impact in the agency.

Agencies will receive a certificate acknowledging their successful completion when they finish the full Agency Challenge.

A Webinar is scheduled for October 21 at 11:00 a.m. Eastern Time for those who wish to receive additional support and guidance in taking part. Register in advance for the Webinar at <https://www1.gotomeeting.com/register/568740824>.

### **About the Real Time/Download Campaign**

Launched in April 2007, the Real Time/Download Campaign ([www.getrealtime.org](http://www.getrealtime.org)) is dedicated to improving the competitiveness of the independent agency distribution channel.

The campaign—supported by independent agents, trade associations, carriers and technology providers—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.

Real Time is the ability to click on a button from a client file in the agency management system or comparative rater for immediate access to carrier information on that client. The transaction may be a quote, billing inquiry, claim inquiry/loss run, policy view, endorsement or a request for information. Most-recent numbers show more than 20,000 real-time transactions are performed industry-wide each business day through agency management systems; this figure excludes real-time rating transactions processed by comparative raters.

The campaign's goal is to double the number of real-time transactions each year.

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; ACT; AMS Users' Group (AMSUG); Applied Systems; Applied Systems Client Network (ASCnet); Artizan Internet Services; AUGIE; EMC Insurance Companies; Grange Insurance; Harleysville; Independent Insurance Agents & Brokers of America; IVANS; Liberty Mutual Agency Markets; MetLife Auto & Home; Nationwide/Allied; PIA of New York, New Jersey, Connecticut & New Hampshire; SilverPlume Rating Solutions; Strategic Insurance Software (SIS); The Hartford; Vertafore; and Westfield Insurance.

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