



RSA PREFERRED CHOICE  
HOME INSURANCE

## Flexible eTrading at your fingertips...



Not many brokers would say 'no' to saving money while improving customer experience. Yet, when it comes to eTrading, many are doing exactly that. It's not for every customer, every risk or every broker. eTrading also isn't going to replace every other channel and it wouldn't be in the interests of insurers, brokers or, most importantly, our customers for it to do so. But many are missing out on a valuable opportunity. Here we bring out a short summary on the benefits of eTrading home insurance.

eTrading offers a way to reduce costs by streamlining the parts of the business that can be standardised and liberating time to focus on parts that can't.

### eTrading home insurance makes it nice and simple...

- Smoother electronic based administration means improved efficiency, lower costs and improved service
- Less re-keying at renewal and increased accuracy
- Files maintained in a simple, structured way allowing easy access and archiving
- Reduced need for physical paper and the space and resource needed to maintain it
- End to end integrated solution from quote to payment tracking to renewal.

### eTrading means you can transact business more quickly...

- You can quote when you like, where you like
- Deliver the quote to your client more quickly and efficiently
- Administer or amend the policy, any time you need to
- Track the status of your policies with quicker access to important information.

### eTrading is better for business...

- Improved technology, support and choice means a far superior service to other more traditional channels
- Delivers efficiency to your customers
- Improvements to hardware and faster connections improving access to eTrading
- More integration and flexibility of systems with improved usability
- An overall better way to work and trade in this increasingly competitive marketplace.

### eTrading makes it easier...

- You can easily access the wider market place and clearly compare the options for clients
- To clearly compare and contrast products and prices
- To meet customers' demands for greater choice.

Many customers still like the reassurance of a handshake – and brokers often feel the same way. It is a feeling we understand and it isn't incompatible with eTrading. Using telephony or web chat is appropriate where a broker needs a little support to e-trade but we will all benefit if eTrading becomes more common, supporting other channels with a fast, efficient alternative.

Our Preferred Choice home insurance is a Full Business Cycle EDI enabled product designed to give you flexibility in the way you work. With easy eTrading available on Acturis and our very own RSA Online, you can quote and bind business in minutes – whenever you need to and wherever you are. You also have the option to deal directly with our dedicated Personal Lines.

If you wish to discuss how we may work together to develop your personal lines account together, please [CLICK HERE](#) and contact the appropriate Broker Manager who will provide you with a single point of contact for our personal lines business.