



Building a better business with e-trading



We're committed to doing everything we can to help you grow, by aiming to be flexible, delivering great value and providing you with the best support possible. We regularly speak with our brokers to learn how we can adapt our service to enable you to develop a competitive edge.

One way to achieve this is by using eTrading through software houses or RSA Online. eTrading has been available to brokers for many years. While some have used it and reaped the benefits, others have been slow to take it up.

So how can eTrading help?

eTrading – easier, simpler, faster, better

Tom Martin is the client manager at Omni Davis Insurance Brokers. Tom used to manage his deals manually either over the phone or via email. However, he and his colleagues have converted to eTrading and he explains the reasons why...



"I used to think that eTrading was complicated and it would take up more of my time. But it's the complete opposite. The application is simpler. We put what we need to into the system and the whole process is neater and tidier. When we used to send emails over to insurers it would open up lots of questions as we hadn't provided the right detail. eTrading means you know what you need and you get a quick answer."

We believe eTrading needs less re-keying at renewal and you can improve the accuracy of quotes. The integration and flexibility of the systems have been designed around the user, which means you get precise quotes to your clients faster. In addition to quicker and simpler systems, you also get a wider range of insurers and products to choose from.

RSA Online – a gateway to better support

We have designed a unique process which links together our technology and expert support. We know how frustrating it can be if you don't get an instant response to an application. However, a referral through RSA Online means that an application will get a more detailed review and it is instantly transferred to one of our expert underwriters.

When they receive it, our underwriters get to work to make sure you get a competitive quote in place as soon as possible. Jo Winn, a Client Manager at A-Plan Insurance, explains:

"The Team at RSA are really quick on referrals. It used to be normal for people in the industry to wait up to 48 hours to get a reply. But I always get a call within an hour. RSA Online is a gateway to more support."

Our teams are trained to make life simpler for brokers and make every effort to accommodate the risks you are looking to cover. It's important for us to work in collaboration with you and we design our technology to work hand in hand with our experts. Jo outlines her experience with our underwriters in the Preferred Choice team:

"The technology is easy to use. It's literally a two minute job and straightforward to get the quotation. When it goes through to a referral you get an indicative quote on premiums. If it's near to what we want then you have a chance to put additional information in. With many other manual submissions you may have to wait for a response. When the team call us we can ask more questions. They are pragmatic, take time to understand the client and then look for solutions. Plus, RSA Online is available on a Saturday and allows you to get cover there and then."

If you want to know more about how eTrading and RSA Online can help contact us at personallines.trading@uk.rsagroup.com