



## XpertSHARE™ – On Demand Property & Casualty Underwriting Expertise Sharing Vision

Property & Casualty insurance underwriting is all about assuming risk in exchange for the premium paid. The quality of underwriting, the risk selection, coverage grants and pricing, has a significant impact on the ultimate profitability of the book of business – whether in personal, commercial or specialty lines. Underwriting is the careful, expertise-driven process of evaluating, accepting or rejecting risks, and classifying those accepted, in order to charge the appropriate premium. Seasoned underwriters are well respected for their knowledge of exposures, coverage and pricing approaches as well as risk management skills. Ultimately, it is the underwriter with expertise, experience and judgment who finds ways to make risks acceptable and profitable - through the proper combination of underwriting, rating and coverage terms and conditions.

Field underwriting offices are beneficial to company underwriting results because they provide local knowledge and enable the company to establish sound relationships with the distribution channels for improved source underwriting. Rarely do field offices have all the expertise – or the authority – to handle all the underwriting opportunities that come their way. Field risk underwriting can be strengthened by on demand access to critical underwriting experts – referral underwriters who might be centralized in headquarters or working within a virtual community focused on specific exposures – to facilitate appropriate and prompt decision-making. Underwriting can also be enhanced by access to key subject matter experts such as loss control engineers or even other field underwriters located in states where customer operations take place. Referral underwriters, for example, could also use XpertSHARE with reinsurance partners to confer and even expedite facultative placements.

XpertSHARE not only facilitates individual underwriting transactions, it also provides a means and a method to capture and aggregate data about a book of business. Emerging exposures and underwriting issues can be quickly and broadly identified or clearly confirmed by analysis of expertise location session information. Used in standalone underwriting applications or in conjunction with claims adjudication applications, aggregated expertise session data provides real-time business intelligence that gives the company a jump start on underwriting trends or in developing claims reserving and exposure/pricing insight that augments the actuarial rear-view window.

For the P&C insurance company, sound risk underwriting and pricing – driven by access to the best expertise - is critical to profitability. In an industry where the true cost of risk will only be known long after the individual risk is priced, on demand access to cutting-edge underwriting, loss control or risk management expertise during the underwriting process can provide a competitive edge.

A sound underwriting decision process facilitates prompt, profitable yet competitive decisions that benefit the client, the agent or broker and the insurance company.



Access to the right expertise at precisely the right time through state-of-the-art tools such as XpertSHARE makes this possible.

## XpertSHARE – On Demand Underwriting Training Vision

Training programs reflect the ongoing efforts of any insurance company to ensure underwriting expertise is appropriately developed at all levels. Underwriting training is particularly critical since underwriters have such a direct impact on the quality of the company's book of business - which sets the foundation for future financial performance.

Many insurance companies have highly dispersed underwriting organizations, which increases the challenge of delivering essential training. Keeping up with constant training demands in a decentralized organization is especially important since turnover tends to be highest at the local, front line underwriter level. Each learner has a different learning style as well, which adds to the complexity of delivering the most effective training in essential skill areas. Finally, the real payoff is learning continuity – training that “takes” and translates into skills that are effectively utilized in the day-to-day underwriting process.

There is always tension between the cost of delivery and training effectiveness. To deliver training, organizations are usually confronted with a choice between employees receiving off-site classroom training or accessing self paced training on-line. Classroom training is expensive due to the direct cost of the course and travel (for either the learner or the instructor), and, indirectly, for lost time at the office. Self-paced on-line training is flexible and inexpensive but does not provide a complete solution for learners who require a structured learning environment or assistance with the material.

XpertSHARE complements training solutions that are already in place and augments their effectiveness through access to real-time human **experts at the moment of need to enable understanding and reinforce skill acquisition.**

## XpertSHARE – On Demand Underwriting Solution

XpertSHARE is an Internet-based, real time expert location, collaboration and business intelligence solution.

XpertSHARE delivers insurance underwriting value in two primary ways:

1) Enables improved underwriting on an individual risk or case basis:

Using XpertSHARE, underwriters obtain precise, in-context, interaction with subject-matter specialists across organizational and geographic boundaries based on their immediate needs. Online collaboration with specialists is similar to an in-person meeting.

Specialists are designated by the insurance organization as experts authorized to speak on behalf of the company. These designations parallel existing lines of authority and reinforce underwriting direction and controls. Best experts could be



from HQ, field offices or even sourced from critical partners depending on the company and/or line of business.

One-on-one training support helps underwriters master critical concepts and, most importantly, apply concepts effectively when back on the job.

- 2) Enables real-time data collection about the book of business and underwriting quality and practices.

XpertSHARE archives and indexes each individual expertise exchange session. Configurable feedback questionnaires close each session and enable capture of real-time information based on insurance company metrics. Aggregation of this data reveals critical business intelligence that may influence policy and direction in any number of areas: underwriting rules, exposure pricing, the opportunity for new target market programs, engineering skill requirements, claims handling approaches, distribution system models or simply underwriter performance indicators. This information or insight may have only been obtainable anecdotally before or was only discernable through analysis long after the fact.

Individual high impact sessions can be reviewed to convert the tacit knowledge expressed during the session into re-usable organizational materials.

### XpertSHARE – Overall Business Value

- Best expertise available to field locations – on demand
- Best expertise efficiently leveraged across geographic and organizational boundaries
- Facilitates decision-support during peak periods
- Facilitates entering/exiting lines of business
- Aggregation and mining of data reveals critical business intelligence
- Underwriting insight for reserving and rate-making
- Underwriting insight for exposure underwriting and pricing
- Facilitates mergers and acquisitions
- Resource productivity
- Reduced transaction costs
- High impact sessions can be converted to re-usable materials
- Complements existing systems
- Low cost, simple deployment