

REPORT CARD on CARRIERS

What is it?

New this year, Canadian Underwriter is launching our Report Card on Carriers.

The Report Card on Carriers is an in-depth, qualitative, experience-based survey of independent brokers across in Canada. Our research team will ask brokers how they feel about the services of insurance companies in key areas related to the broker-carrier partnership.

Brokers will first be asked to rate the overall services offered by carriers in the industry to establish a benchmark. They will then be asked to select the carriers that they work with, to identify on the same scale how effectively those specific insurance companies operate.

This research is being conducted and published exclusively by *Canadian Underwriter*, owned by Newcom Media Inc.

Why is the research conducted?

CU is introducing the Report Card on Carriers to measure how satisfied brokers are with the support services and systems offered by their insurer partners in a range of areas related to broker-carrier partnerships.

This is not an awards contest or ranking program. The exercise is not based on a respondent's sales activity, revenue or assets. Market share and presence in the broker distribution channel were factors considered when determining which insurance providers would be explored.

CU is interested in measuring the broker experience in relation to three core areas of activity: underwriting, claims and digital service. Brokers will be asked to rate their markets (the carriers with which they work) in each of these areas, across various functionalities, on a quality scale (e.g., "Very poor" to "very good") or in some cases, on a statement scale (e.g., "Strongly disagree" to "strongly agree").

The results will provide a thematic snapshot of how brokers feel about carrier performance. It will also help the industry's largest and most well-known insurers understand how well they're supporting their broker partners and where to invest in the business.

For brokers, the aggregate results will show whether their views match the experience of their peers as well as how well insurers generally are supporting the independent broker channel.

The methodology and why advisors can take part

The team of research journalists at CU will be conducting confidential and anonymous phone interviews with brokers. They will use several methods to locate and contact brokers, and brokerages will be made aware that our research team will be emailing/calling in between June 1 and July 10.

The research calls will not be media interviews. CU is not sharing the data with the carriers that brokers are asked to rate. All answers will be anonymous. Brokers' names, personal and business details will never be published or identified, and their responses will remain anonymous in any coverage. The anonymity of the calls enables open, candid conversations, contributing to the value of our research.

The specific insurance companies rated by brokers in this project won't be paying to participate or have control over who is surveyed.

Have questions? Please contact David Gambrill, editor-in-chief of CU, or Katie Keir, manager of research initiatives, to find out more.

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