



**FOR IMMEDIATE RELEASE**

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## **Real Time ‘21 Day Challenge’ Launched Nationally**

PEARL RIVER, NY (January 15, 2010)—The all-industry Real Time/Download Campaign today is rolling out a major new nationwide initiative—the 21 Day Challenge—for independent insurance agencies that have not yet adopted Real Time rating and inquiry workflow or that want to broaden Real Time usage to all of their employees.

The Challenge is built on the broadly accepted premise that it takes 21 days to break old habits and form new ones. In the case of insurance agencies, even if a new workflow saves time and reduces keystrokes—as Real Time has been found to do—it takes some time for employees to become fully comfortable with new processes and to learn how to use them 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 through a Web site—[www.getrealtime.org/21dc](http://www.getrealtime.org/21dc). Agents will have options in taking the Challenge, depending upon where the agency currently stands with the functionality. A “Champions Challenge” allows selected employees go through the Challenge first and then bring it to the full agency in an “Agency Challenge,” where all employees take the Challenge together. If the agencies need to install Real Time functionality, they can click the button “New to Real Time” for a preliminary walk-through on getting started.

As agencies begin one of the challenges, they should register on the site so campaign supporters can reach out to them to provide support if needed, say campaign officials. Carriers and vendors are ready to answer questions that may arise as individuals and agencies take the challenge.

The initiative was designed to recognize successful completion of the challenge, which 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 January 27, 1:30-2:30 p.m. EST, to showcase real-time functionality and to demo the new 21 Day Challenge Web functionality. Anyone can register in advance for the Webinar at <https://www1.gotomeeting.com/register/596616128>.

National, state and local agent associations and user groups that want to drive broader 21 Day Challenge participation among members may contact Dave Willis at [dave@Aartrijk.com](mailto:dave@Aartrijk.com) or (603) 444-2225.

The 21 Day Challenge was piloted last year by independent agents in Iowa and New York.

### **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 User Groups Information Exchange (AUGIE)/ACORD; Agents Council for Technology (ACT)/Independent Insurance Agents & Brokers of America; Allied Property & Casualty Insurance/Nationwide; AMS Users' Group (AMSUG); Applied Systems; Applied Systems Client Network (ASCnet); Artizan Internet Services; EMC Insurance Companies; Grange Insurance; Harleysville; IVANS; Liberty Mutual Agency Markets; MetLife Auto & Home; PIA of New York, New Jersey, Connecticut & New Hampshire; Strategic Insurance Software (SIS); The Hartford; Vertafore; and Westfield Insurance.