

Hardworking Insurance Carriers and Agents Demand Mobile Access, Even on Vacation

FirstBest Survey Reveals Wish List for Top Tasks to Perform When Out of the Office

BEDFORD, MA, November 16, 2011 – The commercial insurance sector is poised to make extensive use of mobile technologies while away from the office, according to a new survey about mobile technology conducted by [FirstBest® Systems, Inc.](#), which provides desktop and mobile insurance software solutions for global insurance carriers and MGUs. The study found that most agent and carrier respondents already use – or want – a tablet device, that almost everyone uses at least one smartphone, and that there is uniform desire to access information, conduct time-sensitive tasks and provide better service from anywhere, at any time.

The Mobile Technology for Insurance Survey was conducted by FirstBest at the Market Scout [Entrepreneurial Insurance Symposium](#), held in mid-September 2011 in Dallas, TX. Survey responses were grouped into two categories: carriers/MGUs and agencies/brokers. The carrier/MGU group included 67 respondents, representing approximately 50 organizations (two-thirds representing insurance carriers). The agency/broker group included 46 respondents from 45 organizations.

Carriers Use and Want Tablets for Work

Mobile device use is pervasive among carriers and MGUs, but laptops have lost appeal in the field. Other highlights from the sample of 67 respondents include:

- 49% presently use a tablet, with the majority using an Apple iPad or iPad2
- Close to 100% use a smartphone; 17% of those use more than one smartphone (45% use a Blackberry, 46% use an iPhone and 20% use an Android smartphone)
- 46% would prefer a tablet for business use when away from their desks; 34% a smartphone, and only 23% a laptop computer
- 85% say they would benefit from mobile access; of those, 75% feel mobile devices would help provide faster responses and better service to customers and 67% would like to prevent work buildup while out of the office and resolve issues immediately

The survey also found that more than half of carriers want to stay connected while on vacation. When asked “When would you be most likely to use a mobile device to do these tasks, while away from your desk?” following vacations, respondents noted while traveling for business (80%) and while at home (64%). When asked “What kinds of tasks would you like to be able to do a mobile device?” the top responses were: look up customer information from anywhere (83%), check an application status (62%) and show information to a client (58%). Most would like to be able to refer the application to someone else or review a referral, and 46% would like to bind a policy from their tablet or smartphone.

Agents Want to Stay Connected – Even on Vacation

Nearly 50 agents and brokers completed the FirstBest Mobile Technology survey. Findings include:

- 52% use a tablet device, with the vast majority using an Apple iPad or iPad2
- 100% use a smartphone; of those, 4% use more than one (50% iPhone, 28% Blackberry 15% Android-based)
- 42% would prefer a tablet as their one mobile device for business; 24% a smartphone, 18% a laptop
- 80% say they would benefit from mobile access; of those, 95% feel mobile devices would help provide faster responses; 81% would resolve issues immediately and provide better service to their customers; 65% would obtain faster responses from their company and/or carrier

When asked “When would you be most likely to use a mobile device to do these tasks, while away from your desk?,” 87% of agents noted while traveling for business, 61% while at home or visiting a client - and 74% (more than the 53% of carriers) would use a mobile device while on vacation. As with carriers, when asked “What kinds of tasks would you like to be able to do a mobile device?,” data access, such as looking up customer information (80%) and sharing information with clients (66%) were popular, but 66% would also like to be able to start a new insurance application, and 57% would reserve the market/perform clearance.

“This study shows that the industry wants to be able to conduct business on the go, in order to provide exceptional service and resolve issues without delay,” commented John Belizaire, co-founder and CEO of FirstBest Systems, Inc. “With nearly 100% smartphone penetration and 50% tablet penetration in the survey pool, it’s up to insurance companies to provide their underwriters, field service teams and agents with applications that empower them be more productive and win more business. It’s clear that mobile represents a real opportunity for carriers – and that the time for action is now.”

Press and analysts interested in the complete top-line survey data should contact Liza Colburn at lcolburn@firstbest.com.

FirstBest Systems, Inc.

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Media Contact:

Liza Colburn

FirstBest Systems

+1- 781-562-0111

lcolburn@firstbest.com

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