

Business Development Report

For the Board Meeting of: 2/11/2021

Executive Summary

Happy New Year! January was a wrap up month for 2020 as well as the beginning of planning for 2021 projects and goals. I am excited to start a new year off. Yearend broker visits are beginning in February with meetings being completed on zoom. Preparation has begun to ensure these meetings are successful in the new format. Consumer Portal Testing has begun. I attended a few great seminars with OMA throughout the month.

Broker Meetings

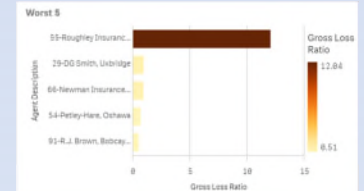
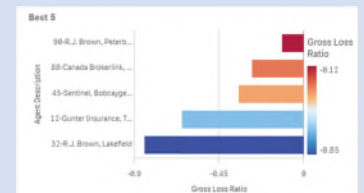
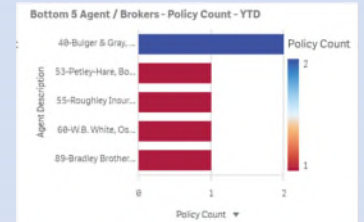
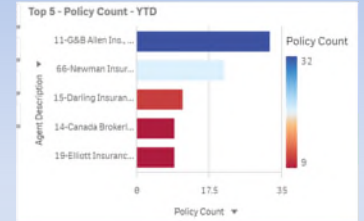
No broker meetings took place in January as we prepare for our 2020 yearend meetings with each broker. The meetings will be on zoom for the first time which will save some travel time but also eliminates the face to face conversations that are beneficial for building relationships. We plan to have all of our meetings completed by the end of February.

Agent Update

Beginning in January 2021, the agents will now track their quotes, new business and cancellations in a spreadsheet. This will allow for them to comment on why clients did not end up placing business with HTM, as well as why clients are leaving HTM. This will help us gain some insight directly from the policyholders as well as assist with coaching areas for the agents.

Testing has begun for the new Cognition + Consumer Portal. The team includes Alec, Allison, April, Ryan, Scott and myself. We are in a two week testing process right now, providing feedback to Cognition+ to correct any issues found. We are looking forward to rolling this out to our brokers, agents and policyholders and feel it will be valuable for our clients.

Karen and Cameron have signed up for CIP courses this semester. OMA is offering a lot of great seminars that they will all be taking advantage of as well. In the month of January, Karen and Scott wrote 0 new auto policy, and Cameron wrote 5 new policies.



Advertisements

We have not determined the allotments for the 2021 marketing fund to date. This year will include a much larger amount due to the profit from 2020. I am looking forward to seeing the creativity that the brokers will come up with this year.

Other

OMIA has introduced a new Business Development Roundtable that will take place virtually every quarter. The first meeting was a success and it is great to connect with others in the same role as myself. Most mutual companies have only recently introduced the Business Development role so it will be great to get insight into other company's practices and resources.

I attend a marketing seminar with OMIA in January. I found it very useful and motivating to start to take advantage of the different ways of marketing. One thing they emphasized was that we need to be marketing the qualities that set us apart from other insurance companies (mainly Stock Companies). We could market that we have great products, but this does not set us apart from Intact or Aviva. The customer experience, possibility of a refund as well as supporting our local community are things that set us apart and should be emphasized in any marketing campaign.

Respectively Submitted,

Christine Howe