Today’s business environment involves a greater volume and variety of quality data, available faster than ever before. With all of this data comes the need to manage it effectively. How does TWIA work with agents to use this information, leveraging it to make better decisions that increase operational efficiency and improve the customer experience? The short answer: Technology, Data, Process and People. These are four crucial concepts behind the implementation of Policy Center. You are key players in the people category. So how do you fit in with the larger framework of this organizational change?

Policy Center (the technology piece of the puzzle) will be your primary tool to manage the life of a TWIA policy. This improved technology will collect more data at the front end of applications, which will reduce error rates throughout the process for agencies and TWIA staff. While the current system does not alert you to errors until you attempt to submit an application, the new system will assess the validity of the information on a screen-by-screen basis. Policy Center will enable TWIA underwriters to then sort through submitted information with greater efficiency.

We recognize that the amount of information requested from you at the outset will increase. The tradeoff? A dramatically improved likelihood of successful policy issuance. Put another way: better input results in better output, which results in more satisfied customers.

Incorporating better data into improved technology with enhanced processes are important steps, but we need the key piece of the Technology, Data, Process, People puzzle – you, the people, the agents, to make this change successful. Be on the lookout for more Newswire issues, implementation updates, and training opportunities over the course of the next six months.