*============================* ***BEGINNING OF EMAIL TEMPLATE*** *=================================*

*Subject:* REQUEST: Consideration for Acceptance of Compliant eSignature Solutions from Independent Agents & Brokers

Hello,

We are sending this on behalf of the **eSignature work group** within [ACT](https://www.independentagent.com/ACT/) (the Agents Council for Technology).

As part of an overall effort to streamline eSignature workflow for the Independent Agent distribution, we are reaching out to carriers in order to amplify the need for acceptance of eSignatures from agent & brokers using compliant vendor solutions, along with any proprietary solution you may have in place.

We understand there is an undeniable business need for proprietary carrier eSignature solutions, but there is also a significant portion of agents who have invested in using vendor solutions - either integrated into their management systems, or as standalone solutions. Accepting all compliant eSignatures greatly increases ease of doing business for both agents and customers.

Following are high-level background and resources for your consideration:

**Workflow/Technology**

Saves money: Carrier case studies show productivity increases & savings:

* + $10/transaction
  + Average productivity increase of 61%
  + 81% reduction in document errors
  + Reduction in turnaround times of 13.5 days (97% improvement)
  + Provides ease of doing business to agents & customers, meets customer expectations

*Source: Silanis Customer Case Study*

Additional background/resources:

[eSignature for Carriers](https://www.independentagent.com/ACT/Pages/efficient/Paperless/ESignatures;%20Carriers.aspx) summary on ACT website

[ACT Guidelines for eSignature and eDelivery of Documents](https://www.independentagent.com/ACT/Pages/efficient/Paperless/electronic-signature.aspx)

[CSIO eSignature Savings Calculator](http://www.csio.com/esignatures-calculator)

**Legality**

* Federal government support, all states accept eSignature
* [Locke-Lord](http://www.lockelord.com/~/media/Files/NewsandEvents/Publications/2011/09/eMatters%20A%206-Point%20Framework/Files/br_201111_eMatters_6PointFramework/FileAttachment/br_201111_eMatters_6PointFramework.pdf) position paper on [legality/acceptance of eSignatures](https://www.acord.org/library/Documents/20120724_esignatures_analysis.pdf)
* E&O implications:
  + Adheres to the legal standard of validating Identity, Consent, Disclosure, and Audit Record characteristics provides far greater security than ‘wet’ signatures.
  + Need to consider potential legal issues when denial of eSignature acceptance occurs.

**Implementation**

* ACT [eSignature/Management System Integration List](https://www.independentagent.com/ACT/Pages/efficient/Paperless/eSignature%20Vendor%20Solutions.aspx) on ACT website.
* List of [IA Carriers Accepting eSignatures](https://www.independentagent.com/ACT/Pages/efficient/Paperless/IA%20Carriers%20Accepting%20eSginatures.aspx) on ACT website.
* TEMPLATE for Carrier Acceptance of eSignatures from Agencies *(attached)*.
* [eSignature Solution Checklist](http://www.roughnotes.com/rnmagazine/2013/november/2013_11p042.htm) from a Rough Notes article by Joyce Sigler.

As another resource, ACT has create a **Template for Carrier Acceptance of eSignatures from Agencies** (see attached). This is a composite of the ‘best practices’ agent notifications from those carriers already accepting third-party eSignatures.

We encourage you to begin (or extend) discussions with the leadership within your company to move toward acceptance of these eSignature solutions. If you would like a deeper discussion on this with ACT work group leaders, please let me know.

**Additional Recommendation: Discounts**

In view of the time and expense savings detailed above, several carriers are passing along a portion of the savings to customers and agents. This has been implemented primarily for the Automobile lines of business, but are also being enacted for Commercial Lines as well.

eSignature capture and submission by agents can be tracked multiple ways:

* Automatic indication capture during submissions process if electronic Signature is detected.
* Agents manually indicate capture and storage of eSignature via indication on carrier Agent Portal

(checking an “I have an eSigned document in place” checkbox).

Value:

* For Carriers, this is an expense reduction tool, as well as a clear E&O improvement process.
* For both Agencies and Carriers, this can be an excellent retention tool.

Discount:

* For customers, the recommended discount is a 5% savings on their policy premium.
* For Agencies, this could be in the form of Marketing dollars, or additional incentives such as ability to write additional lines of business or other accommodations.

If you have any questions on our recommendations for acceptance of eSignatures or discounts, please contact [Ron.Berg@iiaba.net](mailto:Ron.Berg@iiaba.net)

*Thank you for your consideration!*

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