

Case Study

From Days to Seconds: How AIA Transformed Agent Quoting with INSTANDA

Top Metrics



New business written premium through the portal increased by 209% from 2023 to 2024



Quote times from 2-3 days to as little as 100 seconds



Application counts increased by 91% from 2023 to 2024



Declined applications have decreased by 30% since portal launch

Overview

AIA rolled out a new digital agent portal for workers' compensation insurance. AIA built the portal using INSTANDA's no-code, SaaS platform in just six months. The portal provides an interactive online space for agents to submit policy information, making quoting quicker and easier, and dramatically improving efficiency for underwriters.

Goals

- > Grow premium
- > Be the placement of choice for agents
- > Increase underwriting efficiency

The Opportunity / Problem

The submission process previously involved agents emailing quote applications that underwriters then manually re-keyed into the AIA system. After that, underwriters emailed a quote back to agents, meaning the system required a great deal of back-and-forth email communication. AIA sought to make the process faster and easier for both agents and underwriters, as well as to stand out from their competition by making it easier for agents to work with AIA.



The Solution

AIA rolled out a new digital agent portal using INSTANDA's no-code platform. The portal provides an interactive online space for agents to submit policy information, making quoting quicker and easier, and dramatically improving efficiency for underwriters.

Now, agents can enter information that flows straight into AIA's management system and rates in real time. Agents can see how competitive AIA is without having to submit a lengthy application or wait days for a quote.

Key results

- ✓ New business written premium through the portal increased by **209%** from 2023 to 2024.
- ✓ Application counts have increased by **91%** from 2023 to 2024.
- ✓ The portal shortened quote times from 2-3 days to **under 5 minutes**.
- ✓ Users can get a quote in as little as **100 seconds**, from which point, the agent submits the underwriting questions and supporting information thereafter.
- ✓ **27%** of all workers' compensation new business applications are now generated through the portal and 15% of new business premium.
- ✓ The portal has reduced the number of declined applications by **30%**, creating a much more efficient process.
- ✓ AIA continues to add new users to the portal with very positive feedback. They provide very little training as the system is **extremely intuitive**.
- ✓ Using INSTANDA's no-code platform enables AIA to make any updates to the portal **in-house** to keep up with the evolving needs of agents without needing to pay a developer or third party to make those changes.