Wide Area Wireless Broadband Technology for the Insurance Industry

Claim your independence from clipboards and paper cuts.

Introduction.
Insurance providers depend on the timely, secure, and accurate exchange of information. Mobile technology gives insurance professionals access to the information they need, when and where they need it. Because mobile devices and services help insurance companies provide better customer service, wireless adoption is rapidly increasing in the insurance industry. Leading firms have already begun deploying mobile information systems and are seeing a positive return on their investment.

Why is this? Because mobile technology creates opportunities to streamline operations and provide more personalized service to new and existing clients. Here are five common ways wireless technology is being used in the insurance industry.

Give mobile employees reliable access to data while in the field.
Insurance professionals are highly mobile, meeting with clients in homes and at incident sites. Regardless of where they conduct business, agents, brokers, and catastrophe teams need reliable access to policy information, sales records, quote tools, and company intranets. Equipped with smartphones and wide area wireless broadband technology, agents can send and receive email, access Web-based applications and company intranets, and synchronize schedules, contact lists, and tasks—all while on the road.

Access to a wide area wireless broadband network lets mobile agents:
+ Stay connected to clients and the home office.
+ Respond more quickly to leads, queries, and referrals.
+ Be more productive and get more done while out of the office.

Improve claims processing time.
When claims are settled quickly, insurance companies save money. With wireless broadband capabilities and a notebook, claims agents can manage their daily appointments without having to go to the office. On site with clients, they can capture critical assessment data and submit it to the office via a secure VPN connection. In many cases, agents will receive an immediate response on the claim, and they can cut a check right there on site. Wireless technology can eliminate a day or two of processing time, helping agents become more productive and increasing customer satisfaction.

Adopting wireless technology enables claims agents to:
+ Reduce data entry errors by entering information just once, electronically.
+ Increase productivity by processing and settling claims more quickly.
+ Satisfy client desire for rapid resolution of their claim.
Help brokers generate more new business.

To close sales, insurance brokers need quick and easy access to custom quote tools and database applications. Using notebooks equipped with wide area wireless broadband access, brokers have all the information they need, right at their fingertips. They can access and upload client information in real time, letting them provide more accurate quotes and answer client questions more effectively. Consistent wireless access allows brokers to spend more time meeting with prospective clients and generating new business, instead of uploading data back at the home office.

With wireless technology, brokers can:

+ Access and upload client information during or between visits.
+ Provide more accurate quotes on different coverage options.
+ Work more efficiently, allowing them to see more clients per day.

Provide immediate connectivity to new offices and remote satellite locations.

Under the best of circumstances, it can take 30 to 60 days to get a new office up and running with phone lines and Internet connections. Wireless routers and wide area wireless broadband technology give new offices immediate connectivity so they can be fully productive on day one. Many large firms are choosing to keep a pool of wireless routers available so agents have access to email, applications, and the Internet as they open additional locations around the country. Wireless routers can also serve as reliable backups to existing offices when main lines go down.

Wide area wireless broadband technology allows insurance professionals to:

+ Get immediate data connections in new offices.
+ Become productive and able to serve clients on the first day.
+ Stay in touch with the home office during initial transition period.

Ensure continuity of operations during disasters or outages.

When disaster hits, insurance catastrophe teams need reliable communications capabilities. Not only do they need consistent connections in their temporary claims offices in the affected area, but they also need a solid back-up solution for their office locations that might have been damaged in the disaster. Wireless routers and wide area wireless broadband network access make it possible for teams to stay connected to the Internet and company intranets during outages. With wireless-enabled notebooks, insurance teams can immediately set up and begin processing damage claims.

Wide area wireless broadband access enables catastrophe teams to:

+ Enhance customer satisfaction and perception by responding immediately to disasters.
+ Set up temporary offices in known wireless coverage areas.
+ Accept and process damage claims immediately and effectively.

Conclusion.

Wide area wireless technology is improving the way the insurance industry does business. Insurance professionals can keep pace with the competition as the industry becomes more accustomed to using wireless-enabled notebooks and smartphones to stay efficient and productive outside of the office. By combining a variety of devices, wireless access options, and applications, Verizon Wireless can create a custom wireless solution to help your business run more smoothly and effectively.

To find out more, please speak with your Verizon Wireless insurance sales representative or visit us online at verizonwireless.com.