Chapter 13

Re-Marketing Policies

IN THIS CHAPTER

Re-Market an Existing Line of Business

Policies may be re-marketed at any time, although prior to renewal is standard. Re-marketing a policy at renewal allows the Agency the flexibility of obtaining various quotes from different carriers for their clients and selecting the lines of business they want to include in the quote.

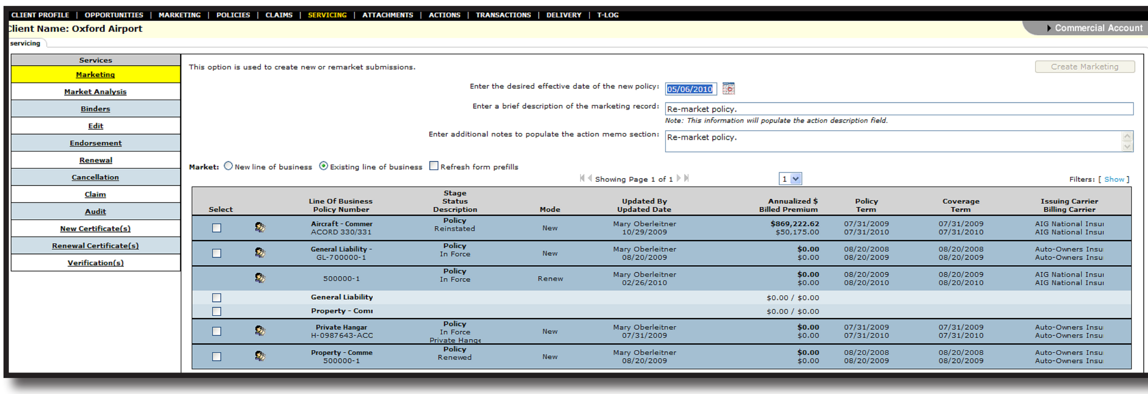
HOW to Remarket an Existing Line of Business

- After accessing the appropriate client through **SEARCH**, click the **SERVICING** link on the **Client** menu.
- Select the **Marketing - Existing line of business** option. Place a check in the **Refresh form prefills** check box to refresh **Applicant** and **Contact** information with data from the current **CLIENT PROFILE**. The remaining data is copied from the application(s) selected to re-market. Leave the **Refresh form prefills** check box empty to copy all data from the application(s) selected to re-market. All information will be copied with a new **Application Dat**e.

  Note: The option to **Refresh form prefills** refreshes only those fields that are pre-filled from the **CLIENT PROFILE** when creating a new application. Information added through **Lookup** is not updated when **Refresh form prefills** is selected. To ensure that refreshed data is correct make sure to update information held at Client Profile level prior to renewing the policy. For fields that populate to the ACORD 125 and 130 forms, see *Tips & Facts Vol. 4, Issue 9* found in Nexsure Help.

- The **effective date** at the top of the servicing screen will default to today's date and does not need to be changed. The policy(ies) selected for re-marketing will determine the effective date on the Marketing header.

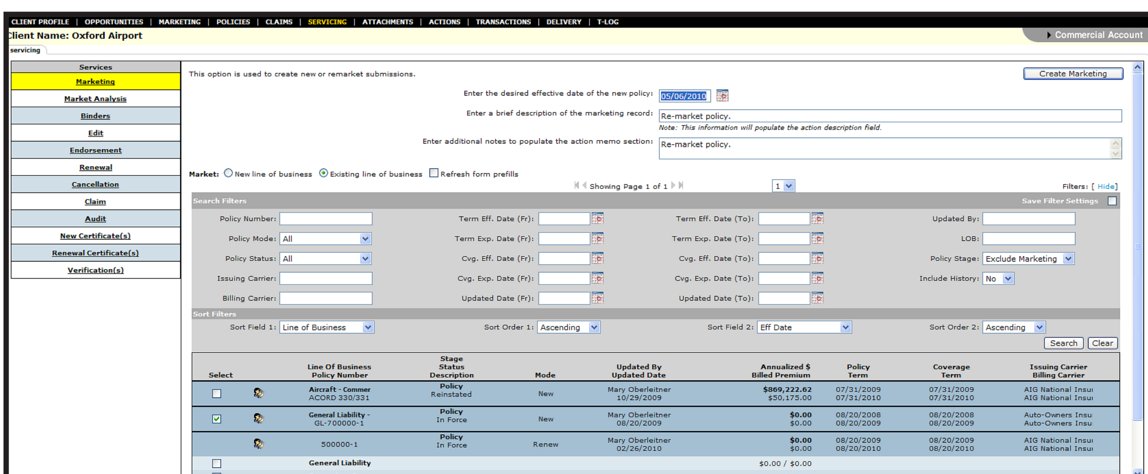
- The **Description** and **Memo** fields on the **Servicing** screen will default to **Re-market policy**. To replace text, highlight and type text into the **Description** field or append text. When tabbing from the **Description** field the **Memo** field defaults to what was entered in the **Description** field. The text may be changed or appended to in this field as necessary. The **Description** field can hold up to 95 characters and the **Memo** field is not limited to this small amount and is intended to be used to fully describe what is being done. While both of these fields are used to create the renewal annotation action, it is the **Description** field that can be seen on the policy summary screen, so make sure to enter a short descriptive message that will supply at a quick glance what was done.



- All in force policies will be displayed. A package policy will display each line of business with a check box for individual selection. During the re-marketing process, individual lines of business can be grouped together, to create a package policy or lines of business on an existing package policy can be selected singly to create a monoline policy.

- Applications in **History** can be included in the re-marketing process and added to existing lines of business. Click the **[Show]** filter and change the **Include History** drop-down box to **Yes**. Click the **Search** button.

Note: Use the **[Show]** filter to include marketing applications for selection in the re-marketing process. Change the **Policy Stage** drop-down box to **Marketing Only** or **Include Marketing** and click the **Search** button.



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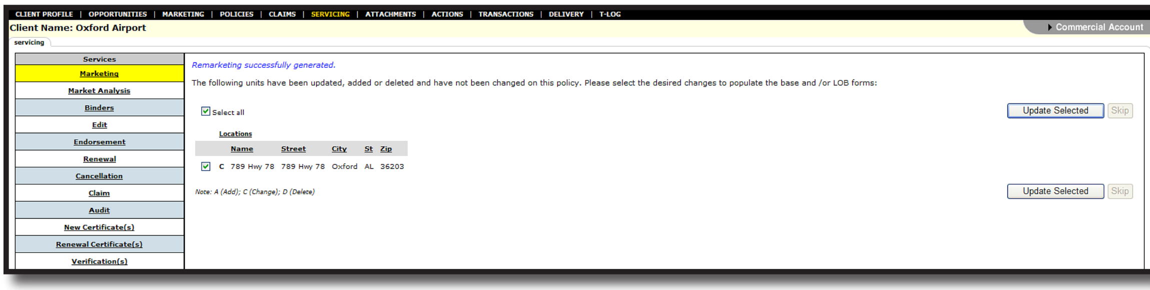
- Select the lines of business that will make up the re-marketed renewal submission by clicking in the appropriate check boxes.
- Click the **Create Marketing** button.
- If any associated units at risk were modified and not previously updated on the form the opportunity is provided to update the renewal with the modified information after the renewal is created. Click the **Select all** check box and then click **Update Selected**. If none are selected, then the **Skip** button is active. If **Skip** is clicked the associated units at risk will not be updated automatically to the forms.



- The **underwriting** tab is displayed with a new marketing header ready for completion.

Note: An action, with a closed status, is created after saving the changes to the header. Nexsure tracks the marketing submission, but if a personal follow up for the marketing quote is necessary, the status of the action can be changed to Open. Actions will be discussed in a later chapter.

Notes

Updating the Marketing Header and Form

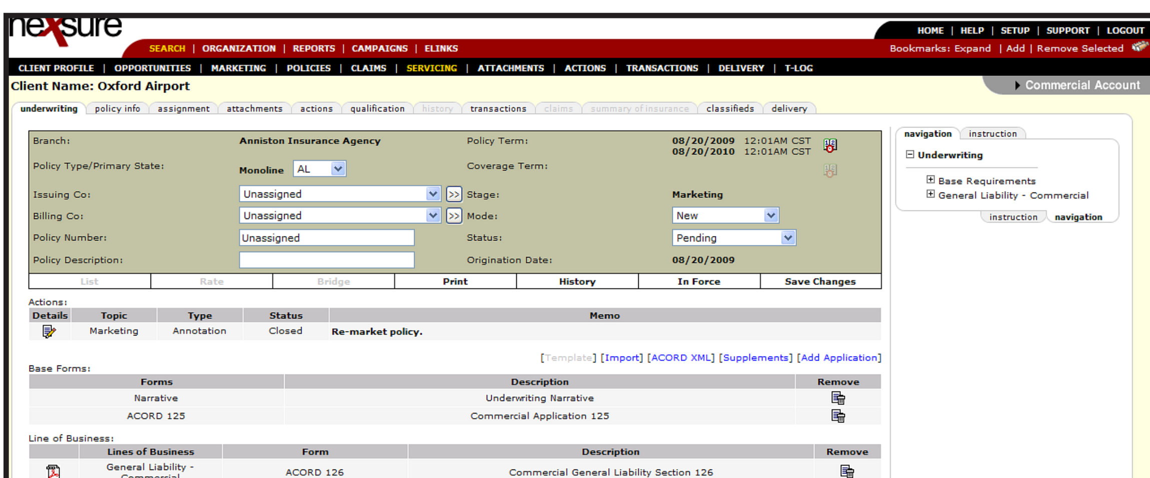
The **underwriting** tab displays the marketing header in a wheat color background. The Action and the Lines of Business selected display beneath the marketing header.

HOW to Update the Marketing Header

- After accessing the appropriate client through **SEARCH**, click the **MARKETING** link on the **Client** menu.
- All marketing submissions are displayed in a summary view.
- Click the **Details** icon of the marketing submission to be worked on.
- The **underwriting** tab is displayed.
- The **Policy Info** screen populates as follows: Commission defaults will be based on the Orgs invoice default settings. If **Copy Policy Info Screen** is selected on the Orgs **invoice default setup** tab, the policy info from the originating record is copied. If **Policy Info** screen default values are selected, commission defaults will be based on the defaults set up for the carrier, retail agent and employee for other commissions. For details on invoice default setup see, *Accounting Training Chapter 3*.
- The **Branch** of the policy being re-marketed defaults in.
- The **Policy Type** will display as either **Monoline** or **Package**, depending on how many lines of business were selected to re-market. The **Primary State** pre-fills from the application(s) selected.

Note: The two **Policy Types** are **Monoline** and **Package**. A **Monoline** policy contains one line of business, a **Package** policy contains more than one line of business.

- Select the Issuing Carrier and Billing Company the submission is being re-marketed to from the **Issuing Co:** and **Billing Co:** drop-down boxes. The **Issuing** and/or **Billing Co** may be left **Unassigned**.
- Leave the **Policy Number** field as **Unassigned**.
- Enter a **Policy Description** to categorize the marketing submission.



- The **Policy Term** dates will default to one year from the effective date entered on the Servicing screen. If the policy term date is incorrect modify the dates by clicking the **Calendar** icon. Make sure to click the **Save Changes** link on the navigation toolbar after altering anything on the header to keep the changes.
- The **Coverage Term** dates will become active if coverage is placed in force.
- The **Stage,** determined by Nexsure, will display as **Marketing.**
- The policy **Mode**, determined by Nexsure, reflects the **Mode** of the policy(ies) selected for re-marketing. However, if the mode on the policy selected to re-market had a **Mode** of **New**, the **Mode** list will be active allowing the user to change the **Mode** to **New on Existing**. Selecting this mode will help keep track of new policies added to the existing client.

Note: Always go through **SERVICING** > **Renew** to renew a re-marketed policy. Do not In Force from the applications in marketing. For information on renewing a policy that has been re-marketed, see "HOW to Renew a Policy That Has Been Re-Marketed" in Chapter 14, "Renewing Policies".

- The **Status**, identified by the user, defaults to **Pending**. The Pending status is used while gathering information and updating the marketing application.

Note: Changing the status throughout the marketing process will allow a quick overview of the submission and keep you informed of where the submission is in the marketing process.

- Click the **Save Changes** link in the navigation toolbar under the marketing header. This step is critical to store any modifications to the header.
- Review the information contained in the application(s) for accuracy, if changes need to be made proceed to **HOW to Update the Form** section in this chapter.
- If the application is accurate:
  - Change the **Status** in the marketing header to **Submitted**. If Submitted was selected prior to full completion of the application, use the drop-down box to change back to Pending to modify the application.

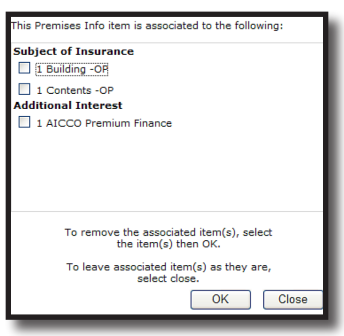
Note: A **Submitted** status locks down all applications; no changes can be made to an application while there-marketed quote is in a **Submitted** status.

  - Click the **Save Changes** link in the navigation toolbar under the marketing header.
- Proceed to **Delivering the Marketing application** section in this chapter.

HOW to Update the Form

When a policy is selected during the re-marketing process, the system automatically copies the information in the existing applications selected. Some modification of the application information may be necessary, so always review the copied application for accuracy. To update the form:

- After accessing the appropriate client through **SEARCH**, click the **MARKETING** link on the **Client** menu.
- All marketing applications are displayed in a summary view.
- Click the **Details** icon of the marketing application to be worked on.
- The **underwriting** tab is displayed.
- All form(s) are available for completion in the **navigation** tab on the right side of the screen and will display forms in a tree format as they are accessed.
- In the **navigation** tab, click the plus **[+]** in front of the line of business to be modified.
- Click the plus **[+]** in front of the ACORD form, to be changed. This will expand the ACORD form out into a tree format for completion.
- For assistance completing forms, see "HOW to Work with Forms" in Chapter 5, "Marketing".
- Any changes that need to be made to any associated units at risk displayed in schedules with a yellow **Details** icon should always be made from client profile level. This will ensure that all records are updated appropriately.
- Removing associated units at risk from a form: Clicking the **Remove** link on a scheduled item that is associated with another part of the form (such as removing a location from the ACORD 140 that has an **Additional Interest**) for the selected location will provide the ability to also remove the **Additional Interest**.



- After all forms have been completed, click the word **Underwriting** in the **navigation** tab to close the applications.
- When the application has been completed change the **Status** of the quote in the marketing header from **Pending** to **Submitted**. Remember, that a submitted form may not be edited.

Note: Forms may also be completed by clicking the **List** link found on the navigation toolbar after opening the form to complete on the navigation tree. Make sure to save the form periodically during the data entry process by clicking the **Save Form** link or **Update** button.

- Click the **Save Changes** link in the navigation toolbar under the marketing header to save the change in status.
- Clicking the **Print** link in the navigation toolbar under the marketing header will allow a print preview of the applications in Adobe Acrobat. The form will display an Adobe Acrobat toolbar that may be used to print or save the applications to one of the agent's local drives if desired.
- Proceed to **Delivering the Marketing Application** section in this chapter.

Notes

Delivering the Marketing Application

- After accessing the appropriate suspect/prospect or client through **SEARCH**, click the **DELIVERY** link on the **Client** menu. If previous deliveries have been sent they will appear in a summary view depending on how the **[Show]** filter has been configured.
- Click the **[Add New]** link. The **delivery** > **e-mail** tab is displayed.
- The re-marketed application can be sent from Nexsure as an **e-mail** or **fax**. The **e-mail** tab will default, if faxing the application click on the **fax** tab.
- Complete the required e-mail or fax information on the left side of the screen.
- The right side of the delivery screen is used to attach forms and documents to the e-mail or fax. Click the **Add** link in the gray Policies line.
- The attachment pop-up window **policies** tab will display. Click the **Policy Type** drop-down box at the top of the screen and select **Marketing**.
- All marketing applications display with their Policy Number, Stage, Status, Issuing Carrier, Coverage Term and Policy Terms. Select the appropriate option for the re-marketed application being sent.
- Click the **Next** button.
- All lines of business applicable to the selected marketing policy will be available.
- Select the lines of business to be included in the e-mail or fax by clicking the appropriate check boxes.
- Click **Attach** to attach the forms to the e-mail/fax. Clicking **Back** will page back or click **Close** to abort.
- The attachment will display, with the total number of items attached, on the right side of the delivery screen.
- Click the [**Send**] link to send the e-mail or fax.
- The Delivery Summary View screen displays with the stage of the e-mail or fax. The stage will update as the screen is refreshed.
- If the e-mail is unsuccessful, the sender will receive an unsuccessful e-mail message in their mailbox. If the fax is unsuccessful, the sender will receive a Delivery Failure Notification in their mailbox.
- Each delivery will have its own **Details** icon. To view the details, perform the following steps:
  - Click the **Details** icon to display the e-mail or fax information, the forms included, and the total number of attachments.
  - Click the **viewer** tab and each form included in the e-mail or fax is displayed with a **Magnifying Glass** icon.
  - Click the **Magnifying Glass** icon to view the information contained in the application that was sent.

Note: The Delivery Summary View screen can be accessed from the **Home** menu, or the **Client** menu. The **Home** menu will display a summary by default of all unsuccessful deliveries sent by the user. The client level only displays deliveries for the specified client.

Notes

Copying the Marketing Application to Submit to Other Carriers

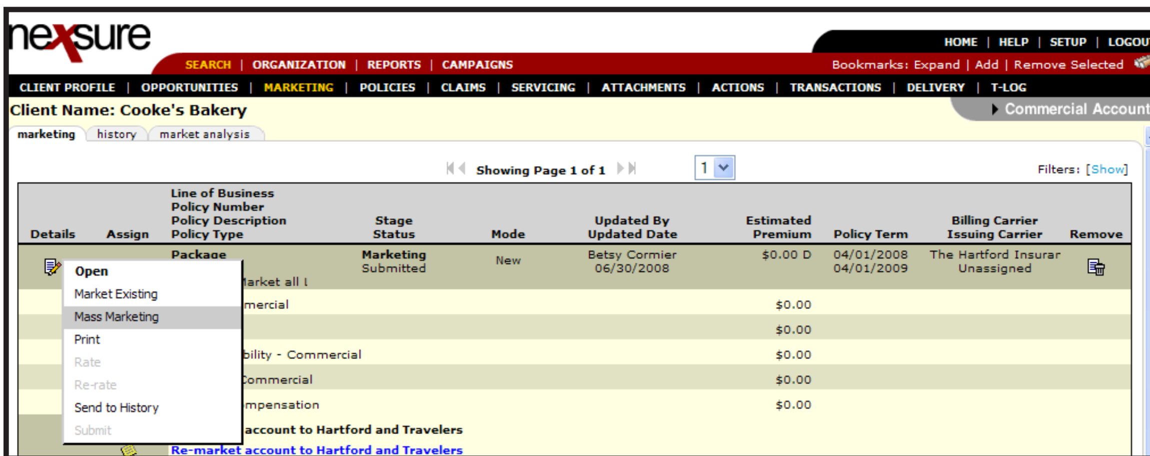
Once an application has been re-marketed through the **SERVICING > Marketing > Existing Line of Business** option and the application has been updated and submitted to the first carrier, the updated application may be copied to submit to other carriers.

HOW to Copy the Application to Submit to Other Carriers

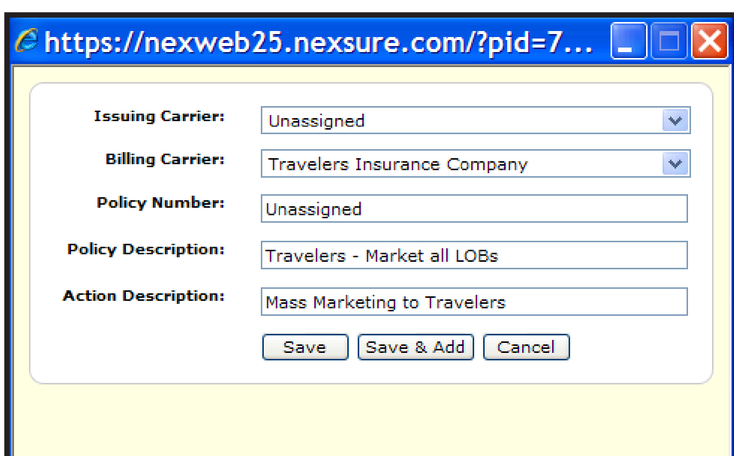
The **Mass Marketing** option can be used to generate multiple copies of a marketing record for submission to different carriers. Marketing results may be maintained on each carrier's record for comparison, documentation and tracking purposes.

- Locate the client through **SEARCH** and click the **MARKETING** link on the Client menu. The client's **marketing** tab is displayed with a summary of marketing records.

- Right-click on the **Details** icon next to the marketing record to be submitted to other carriers.



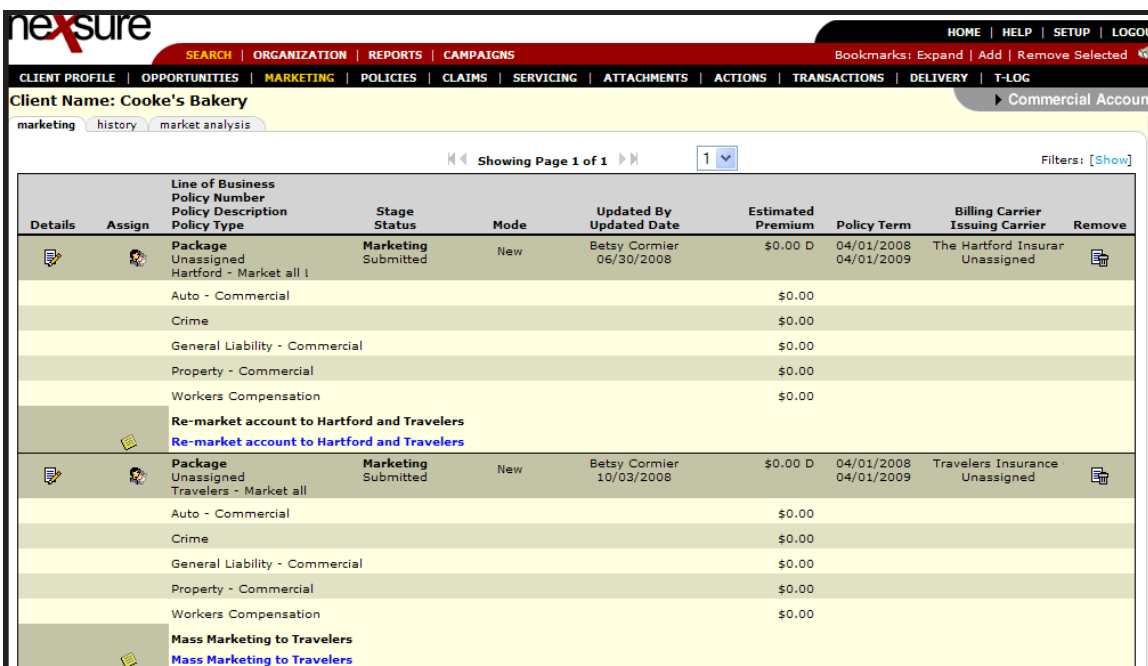
- Select (left mouse click) **Mass Marketing** from the right-click menu. The carrier selection dialog box is displayed.



- Information from the carrier selection dialog box will populate the header and action associated with the new marketing record. Select the **Issuing** and **Billing** carriers for the new marketing record. The carrier may remain unassigned. Enter a policy number if known in the **Policy Number** box. The Policy Description will default from the original marketing record and may be edited for the new record. The **Action Description** displays **Mass Marketing** by default. The default can be accepted or a new description for the annotation can be added. **Mass Marketing** Action Annotation defaults may be modified in **SETUP** > **Actions** > **actions** tab > **Marketing** Action Topic > **Mass Marketing** Action Type.

- If the marketing record is being submitted to only the one additional carrier or the information displayed is for the final record to be added, click **Save**. To continue copying the marketing record for additional carriers, click **Save & Add**. The new marketing record will be added and a new **mass marketing** dialog box will be displayed. Click **Cancel** to close the **mass marketing** dialog box without adding a new marketing record.

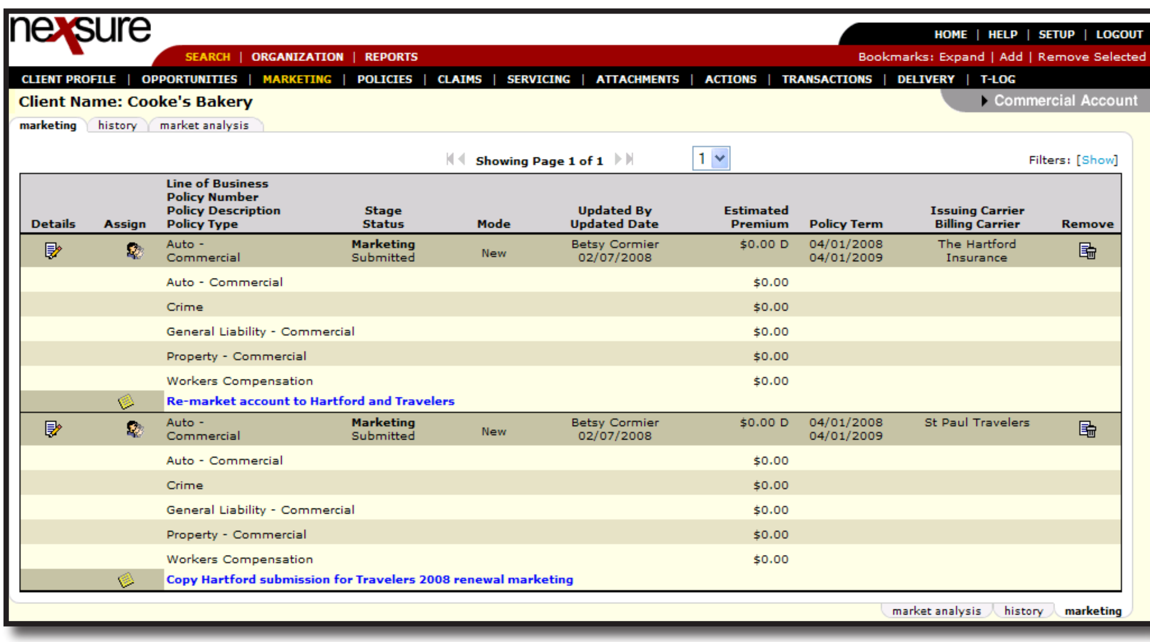
- When the last mass marketing record has been saved, click the **MARKETING** link on the **Client** menu to refresh the marketing summary. The new marketing records are added to the **marketing** tab. Each new marketing record is a copy of the original. Commission defaults will be based on the Orgs invoice default settings. If **Copy Policy Info Screen** is selected, the the policy info from the originating record is copied. If policy info default values are selected, commission defaults will be based on the defaults set up in the assigned carrier's record. If the carrier is unassigned, commission information will be copied from the original marketing record. Attachments, Actions and policy info premium/fee/tax information are not copied. For details on invoice default setup see, *Accounting Training Chapter 3*.



- If changes need to be made to the applications for any carrier, click the **Details** icon for the marketing record that is to be changed. Leave the status as **pending** and refer to "HOW to Update the Form" earlier in this chapter. After all changes have been made to the application, change the **Status** in the Marketing header from **Pending** to **Submitted** and click the **Save Changes** link in the Navigation toolbar. If changes do not need to be made to the application, simply change the **Status** to **Submitted** and click **Save Changes** link in the Navigation toolbar to save the status change.
- See "Delivering the Marketing Application" earlier in this chapter to deliver the forms to the other carriers.

HOW to Use the Marketing Summary Screen

Unlimited marketing applications may be added when re-marketing a policy at renewal for an entity. They will be displayed in a summary view when clicking the **MARKETING** link on the **Home** menu or **Client** menu. The summary view will give you pertinent information for each marketing submission created.



- After accessing the appropriate client through **SEARCH**, click the **MARKETING** link on the **Client** menu.
- All marketing applications are displayed in a summary view.
- Clicking the **Details** icon will display the **underwriting** tab for the selected marketing application.
- Clicking the **Assign** icon will display the Assignment List pop-up window with the list of people in the agency assigned to this marketing application.
- Holding the cursor over the **Line of Business/Policy Number/Policy Description/Policy Type** or the **Estimated Premium** fields will display the information in a larger font for ease of reading. Clicking those items in the summary view will open a display box containing the selected information.

- The **Stage** is determined by Nexsure and will display Marketing. The **Status** is determined by the user and will display where you are in the marketing process for the submission.
- The Mode is determined by Nexsure and will display **New**.
- The **Updated By** and **Updated Date** display the person who updated the marketing submission along with the date it was updated.
- The **Estimated Premium** will display the quoted premium from the carrier.
- The **Policy Term** will display the effective and expiration dates of the submission.
- The **Issuing Carrier** and **Billing Carrier** will display the carrier who the submission was submitted to.
- The **Remove** icon will allow this marketing submission to be deleted. If the **Remove** icon is not available, see the Nexsure point person within the agency for assistance.

Note: As marketing submissions are modified and saved, the information in the marketing summary view will be updated as well.

Notes

Updating the Status

When a quote is received from a carrier, the status should be changed as well as entering the quoted premium, any applicable fees and/or taxes and commissions. If the carrier requires changes made to the applications and requests the quote be resubmitted see **Chapter 5, Marketing, HOW to Revise a Submitted Marketing Quote** for information.

HOW to Update the Status

- After accessing the appropriate client through **SEARCH**, click the **MARKETING** link on the **Client** menu.
- All marketing quotes are displayed in a summary view.
- Click the **Details** icon of the re-marketed quote for the appropriate carrier.
- The **underwriting** tab is displayed.
- Change the status in the Marketing header from **Pending** to **Quoted**.
- Click the **Save Changes** link in the navigation toolbar under the header.
- Click the **policy info** tab.
- For instructions on entering the quoted premium, any applicable fees and/or taxes and commissions, see "HOW to complete the Policy Info Tab" in Chapter 5, "Marketing. Remember, this step is important to show what carriers have quoted the risk so you will know who still has not sent in a quote yet.

Notes

Tracking the Marketing Submission

Marketing submissions can be tracked from the **MARKETING** link on the **Home** menu, which will display all marketing submissions for the agency, or the **MARKETING** link on the **Client** menu, which displays only marketing submissions applicable to the selected entity.

> **Note:** The defaults in the **[Show]** filters will determine what is displayed in the summary view when clicking the **MARKETING** link on the **Home** menu or the **Client** menu.

HOW to Track Marketing Submissions from the Home Menu

The **HOME > MARKETING** link serves as a way to keep track of submissions identified with a Policy Mode of Marketing. It is not necessary to create **Actions**, or to change the status of an **Action** created by Nexsure to **Open**, in order to track these marketing submissions as Nexsure keeps track of them for you. The **HOME > MARKETING** link includes both new or renewal submissions being re-marketed. The **Home** menu is accessible by clicking the **HOME** link on the **Utility** menu in the upper right hand corner of the screen. The **HOME > ACTIONS** screen will be the first screen displayed. Click the **MARKETING** link on the **Home** menu to display all the open marketing submissions. The **Home** menu is the third link.

> **Note:** After the marketing submission has been bound or sent to history, it will no longer display on the **Home > marketing** page.

- Clicking the **MARKETING** link on the **Home** menu displays all marketing submissions that fall within the search filter criteria for the agency.
- If the marketing submission is not displayed, click the **[Show]** filter, change the search criteria and click the **Search** button to initiate a new search.
- Marketing submissions displayed on the **HOME > MARKETING** screen will have two **Details** icons.
  - Clicking the first **Details** icon, with the dark blue border, will display the card file for the client.
  - Clicking the second **Details** icon will display the **marketing** tab with the pending marketing submission.
  - If multiple marketing submissions have been done, each submission will have its own **Details** icon.

HOW to Track Marketing Submissions from the Client Menu

- Access the appropriate entity through **SEARCH.**
- Click the **MARKETING** link on the **Client** menu. All marketing submissions that fall within the search filter criteria for the client will be displayed in a summary view. Each marketing submission will have its own **Details** icon**.**
- Clicking the **Details** icon will display the **underwriting** tab of the pending submission selected.

In Forcing a Re-marketed Renewal Submission

If a re-marketed renewal submission will be issued for the renewal term, you must go through **SERVICING** > **Renew** in order to display the correct mode in the policy header and update the expiring policy with a status of renewed. For instructions see "Renewing Policies", in Chapter 14, *CRM Training Manual*.

Notes