



***INSURANCE  
CONSUMER  
AFFAIRS  
EXCHANGE***

**Insight on Insurance Consumer Relations**

## **WHAT'S IN THE NAME?**

Since its founding in 1976 the Insurance Consumer Affairs Exchange (ICAE) has provided a unique forum to promote the sharing and joint resolution of the insurance concerns of consumers. Through annual Exchanges and periodic Roundtables, ICAE provides the opportunity for the exchange of information, ideas, best practices and experiences among professionals from all lines of insurance.

Each year at ICAE-sponsored Exchanges, customer relations, compliance and government professionals from insurance companies gather with insurance regulators and other interested parties to share ideas and to gain new perspectives on customer-relations best practices.

ICAE is a valuable resource for improving service to insurance consumers. Whether you're involved in consumer affairs, compliance, complaints or other consumer-related responsibilities, ICAE provides you with the resources so you can better serve your customers.

## **MISSION & LONG-TERM OBJECTIVES**

ICAE's uncompromising belief in the value of sharing customer service ideas and perspectives is the defining principle behind our mission statement:

- To promote professionalism and shape the standards of behavior in relationships between insurance organizations, regulators and customers through proactive dialogue, research, communication and education.

Those values are also central to ICAE's key strategies and long-term objectives:

- Involve members to continuously enhance Exchanges.
- Collaborate with a Regulator Advisory Council which contributes regulator input in the planning of the Annual Exchange and Spring Roundtable and the overall direction of the organization.
- Initiate and nurture relationships with other organizations.
- Channel networking and alliances to build, interpret and publicize data.
- Demonstrate a unique role in quality initiatives.

## **THE ICAE PERSPECTIVE**

Through over 30 years of service to consumers, insurers and regulators, ICAE has encouraged an approach to the resolution of problems intended to enhance positive outcomes for all parties, thereby enhancing the fundamental value of the insurance product itself.

The ICAE perspective stresses a commitment to fair customer treatment, open-mindedness, the timely processing of complaints and customer education.

ICAE Exchanges also facilitate the development of relationships and informal lines of communication between regulatory and insurer customer relations and compliance personnel. Our experience has shown that once these channels are in place, many problems and misunderstandings can be more quickly and positively resolved through informal, one-on-one communications than by launching the formal complaint process.

Ultimately, the net result is a more creative, proactive and faster resolution of the customer's issues as well as the enhancement of our industry's image among consumers.

## **ICAE – DELIVERING VALUE**

### **To Customers**

ICAE provides a focus on problem resolution and a dedication to the highest standards of service that adds significant value to the policies provided by every ICAE member company.

### **To Regulators**

ICAE offers an open hand of cooperation and communication intended to enhance the standards of service provided to the insurance buyers that regulators are charged to serve.

### **To Insurance Companies**

ICAE provides a conduit for communication and problem resolution that can enhance the insurance industry's image among its key customer groups, which can ultimately be seen in the bottom line.

## SHOWCASING BEST PRACTICES

Over the years, the ICAE has made major contributions to the insurance industry's customer relations, compliance, and complaint handling functions. Among them has been a commitment to the development of benchmarks to help define what works and what doesn't.

As a result, idea leveraging and group learning has been at the heart of every ICAE Exchange, frequently inviting the participation of customer relations expertise from outside the insurance industry. This spotlighting of the best practices used by other industries is a conscious effort to enhance the value of the services we provide to our own customers.

Some organizations that have shared their expertise and perspectives on consumer relations include:

- Coca Cola
- Hallmark Cards
- Polaroid
- USAA
- Ritz Carlton
- Federal Express
- Nationwide
- Northwestern Mutual Life
- Ben & Jerry's
- Insurance Institute for Highway Safety
- Harley – Davidson
- Fireman's Fund
- Pacific Life
- Southwest Airlines
- San Diego Zoo
- Hartford Financial Services



## ICAE EVENTS

### The 'Exchange'

Annually, the ICAE brings together its diverse membership to exchange ideas on topics such as:

- Consumer issues
- Customer relations
- Complaint handling processes and tracking
- Industry regulation
- Trends and other consumer-service issues

Exchange attendees gain insight into how we can improve the business of insurance to benefit consumers while improving product and service quality. Attendees also share ideas with state regulators who actively participate and contribute significantly to Exchange quality and value. In 2007, ICAE created the Regulator Advisory Committee to formalize the commitment to keeping regulators involved in ICAE.

### The 'Roundtable'

Periodically, ICAE holds 'roundtable' events which are designed to be one-day, regional-type sessions where members and regulators meet to discuss and agree on issues of importance to insurers, regulators and consumers. Recent 'roundtables' have focused on uniformity in complaint handling and tracking issues.

## HOW TO JOIN?

So you want to become an ICAE member? Just visit <http://icae.com/signmeup/registration.asp> and complete the online registration form to submit an application for membership.

For additional information on ICAE, contact Nancy Brebner, ICAE Executive Director, at (847) 991-8454 or [nbrebner@icae.com](mailto:nbrebner@icae.com).

## **ICAE MEMBERSHIP BENEFITS**

[www.icae.com](http://www.icae.com)

Our Web site is the lifeline for ICAE. As a member, you'll receive access to a variety of member-only resources to assist in your efforts as an insurance professional.

### **MEMBER SERVICES**

#### **Membership directory**

Our online directory assistance from valuable sources is only a call or email away.

#### **Conference discounts**

ICAE members are eligible for reduced registration fees to attend Exchanges and Roundtables.

#### **Catalyst newsletter**

The online CATALYST is a periodic newsletter summarizing all presentations from Exchanges and Roundtables. It also features issues key to the conduct of insurance consumer affairs.

### **MEMBERSHIP**

ICAE membership is open to any company, group of companies, association, institution or individual engaged in the business of writing or marketing insurance, or involved in insurance education.

Two categories of membership are ORGANIZATION and INDIVIDUAL. Organization membership allows up to three people to be designated as ICAE participants and placed on the distribution lists. Individual membership allows only that person to participate in ICAE activities.

**ANNUAL DUES** (please check one):

\$500 – Organization

Allows up to 3 representatives to be “designees” of your organization

\$250 – Individual

**PLEASE COMPLETE:**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Department \_\_\_\_\_

Work Phone \_\_\_\_\_

Fax Number \_\_\_\_\_

E-Mail \_\_\_\_\_

For Organization membership, please designate up to two additional representatives:

Name \_\_\_\_\_

Title \_\_\_\_\_

Department \_\_\_\_\_

Work Phone \_\_\_\_\_

Fax Number \_\_\_\_\_

E-Mail \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Department \_\_\_\_\_

Work Phone \_\_\_\_\_

Fax Number \_\_\_\_\_

E-Mail \_\_\_\_\_

Please make check payable to ICAE and mail to:  
Insurance Consumer Affairs Exchange, P.O. Box 746, Zurich, IL 60047  
Thank you for joining us!



Insurance Consumer Affairs Exchange,  
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[www.icae.com](http://www.icae.com)