

“Insurance is an intangible. You cannot see it, feel it or taste it. And consequently, unthinking people take it for granted that all auto policies are alike, which is far, far from the truth.”
 —From *The Yellow Book*



THE Bulletin

4,172nd Week

ERIE “App” A Week Club

July 27, 2011

This Week@ERIE

In the latest issue of *This Week@ERIE*—e-mailed to you every Tuesday—read these stories:

- **New Personal Lines Brochures Now Available in Spanish**
- **Agents Offered Special Life and Annuity Insurance**
- **New EFL Forms Speed Annuity Authorization Processing**

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The Bulletin, one of the longest running company publications in the country, has been published weekly since Aug. 1, 1931.

Weekly production reports can now be found on the main page of agentexchange.com.

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If your agency would like to receive more copies, e-mail the editor.



Moving at the SpEEEd of Life

I know you’re busy this summer with annual dinner meeting Blitz months and the Super Blitz contest, so I’ll only ask you to remember these things: Erie Family Life (EFL); E-App, our online life application option with E-Signature; and E-mail. Those “Es” are speeding along life applications like never before—in some cases, in less than one day.

Thanks to recent enhancements, you now see your submitted e-Apps on the Agent Web Portal in a few short hours. That means a policy number is available sooner to write on any correspondence or checks mailed to the service center, and underwriting can more quickly determine if additional requirements are needed. You can also immediately order any necessary paramedical exams.

E-App’s e-Signature feature allows your Customer to e-sign the application right in your office. You also have the option of e-mailing your Customer a link to the application, which he or she then e-signs. Either way, once you sign and the application is complete, you only need to click “Submit” and the application is loaded into the system immediately. This is in contrast to a

paper application which requires manual data entry into the system and, under normal processing procedures, may take a couple of days.

Additionally, when appropriate, your dedicated EFL underwriters now proactively contact you via e-mail or phone regarding outstanding requirements and at regular intervals during processing to see how they can help you place the business.

Finally, EFL recently implemented a change that aims to reduce the number of orders for medical requirements. Underwriters now ask internal technical experts for a second opinion before ordering additional requirements, such as an APS. This can shave several more days off the processing time.

EFL, E-App, E-Signature, E-mail. Use them and feel the speedeed! ■



Mike Plazon,
senior vice president,
Erie Family Life

Great Agent...

Brian Lampton

Lampton-Engle & Associates, Columbus Branch

“I recently had a roof damage claim and some auto damage, too, and I called to say how nice and helpful everyone involved was. Thank you, especially to my Agent Brian and [Claims Supervisor] Donna Carpenter.” ■

— Customer Jane B., via a phone conversation with Branch Manager Joe Wilkerson

By the Numbers

15

The number of NFL teams located in or near ERIE’s footprint. Qualify for Super Blitz to earn your place at Super Bowl XLVI and become part of sports history.