



CUSTOM SOFTWARE SOLUTIONS INC.

First phase launched of I-Client online offering

With the growing movement in the insurance industry to online services, Custom Software Solutions Inc.

has been actively developing modules for its broker and mga management software. The objective of CSSI's online suite, called I-Client, is to offer an online self-serve environment in an integrated system brokers own and control.



Murray

During the first quarter of 2013 CSSI launched the first module of the suite, which is online quoting. The

I-Client Online Quoting system allows an insurance brokerage to provide a customizable self-service quote interface to clients and prospects from the broker's website.

CSSI was able to leverage its rating and underwriting experience by partnering with STEP Networks, the firm that built and hosts the quote interface.

"We were excited to find a partner like

STEP Networks," says Bill Murray, CSSI's vp of sales. "Both parties worked hard on their areas of expertise to deliver a quality product capable of servicing the growing demand for this offering."

The I-Client Online Quoting module



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The new quoting module is cost-effective and allows brokers access to the growing online market.

is available to existing users or as a stand-alone product (the brokerage does not need to be using one of CSSI's existing products).

The module provides a broker's clients and prospects 24-hour online access through the broker's website to produce

quotes for home, tenant, condo and auto coverage. Prospects and clients can generate a quote and create a unique, personalized online account (or use their Facebook account) to save their quote or partially completed quotes, edit and modify saved quotes, and submit a quote to facilitate the purchase of an insurance policy from a quote. It's a user-friendly web application that works on desktops, tablets and mobile devices.

The broker's I-Client site is hosted on secure servers and updated regularly. Each broker's site is customizable and brands easily to support the broker's corporate identity. CSSI works with the broker initially to set up the site and the broker can easily make changes to the site through the controls within the administrative tools.

Through the use of filters and underwriting criteria, the broker can control the types of quotes. An administrative feature allows the broker to manage and track quotes and leads to turn into sales or build a prospect list. Analytical tools provide the brokerage with management reports.

"The system is cost-effective," says Murray. "It allows any broker access to the growing online market." **IW**

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