

# GENERAL INSURANCE INDUSTRY AWARDS 2011

## STAGE 2 APPLICATION FORM

	Office Use Only
Applicant ID Number:	

Award Category you are entering:	BROKING OFFICE OF THE YEAR
Company Name/Applicant Name	
Address	
Name of Primary Contact Person:	
Daytime Phone Number:	
Email Address:	
Name of Alternative Contact Person:	
Alternative Contact Phone Number:	
Alternative Contact Email Address:	

### RELEASE STATEMENT AND SIGNATURE

I state and attest that:

- I have reviewed the information provided by myself/my organisation in this application
- I understand that members of the Panel of Evaluators and Judges will review this application
- I have read the term and conditions of entering the General Insurance Industry Awards and agree to participate as outlined

To the best of my knowledge:

- No untrue statement of a material fact is contained in this application
- No omission of a material fact that I am legally permitted to disclose and that affects my organisation's ethical and legal practices has been made. This includes, but is not limited to, sanctions and ethical breaches
- I am not under investigation by any statutory body (NZ Police, Insurance & Savings Ombudsman etc)

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

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## **General Insurance Industry Awards 2011 - General Application Requirements:**

### **1. Answer all the questions**

Please answer all the questions in each of the sections. Where you believe that a question is not relevant please write one or two sentences explaining why you believe this to be the case.

### **2. Limit on the size of your application**

Please ensure that your application does not exceed 10 pages including appendices (excluding title page, profile, and glossary). If your application exceeds 10 pages, the excess over 10 pages will not be evaluated.

### **3. Present the information effectively**

Use the most effective tools to present the information clearly and simply; graphs, charts, tables or other tools may do this better than words.

e.g.

- Process flow charts or matrices are often useful for answering “how” questions succinctly.
- Lists, matrices or tables can be used for answering “what” questions.
- Graphs and tables are most useful for illustrating results. They should be clearly labelled for easy interpretation. Be aware that you may need to provide some narrative for the results to ensure the evaluators understand, and interpret them correctly.

Please provide a glossary of terms and abbreviations, in table format and in alphabetical order.

### **4. Use your space allowance carefully**

Keep in mind the weight of the score given to each of the sections as you write them, and give higher scoring sections more attention. For example, the Results section is worth 50% of the evaluation score, so potentially it should be allocated 50% of the available pages.

# General Insurance Industry Awards 2011: Application Criteria

## CATEGORY- Broking Office of the Year

This award recognises broking office excellence. The broking office will have demonstrated and proven measurable achievements in the following criteria:

- Professional standards, acting ethically and with integrity
- Providing consistent exceptional service
- A professional approach that enables their staff to understand the clients needs and provide added value solutions
- Excellent relationship with their customers
- Effective, efficient and timely delivery of processes and documentation
- A commitment to continuing professional development

### Applicant Profile

The Profile is a brief snapshot of you/your organisation. It is used by the evaluators to provide context and to assist them to understand you/your organisation. The profile is not evaluated or scored.

- Please provide some detail relating to the history of the organisation and its current place in the Insurance market.
- What is the size of the organisation, i.e. full time employees?
- What are the main products and/or services your organisation provides?
- Who are the key customer groups and / or segments that you provide your products and/or services to?

### Section 1 – Customers and Insurers (200 points)

- 1) What is your philosophy and approach to servicing and retaining your clients?
- 2) How do you monitor your performance with regard to building relationships and servicing your clients?
- 3) Describe your relationships and interaction standards with Insurers?
- 4) How do you monitor your performance in relation to Insurers?

### Section 2 – Business Processes (200pts)

- 1) What are your processes for providing added value based solutions to clients?
- 2) How do you monitor the performance of your business processes to ensure that you are able to meet your client's requirements?
- 3) What are the approaches that differentiate you from your competitors? How do you monitor the effectiveness of these approaches?
- 3) How do you identify improvements and find ways to increase the efficiency and effectiveness of your broking processes?

### Section 3 – Education and Career (100pts)

- 1) How do you continuously enhance your employee's knowledge of products and services within the industry?
- 2) How do you demonstrate your commitment to the continuing professional development of your workforce?

#### **Section 4 - Results (500 pts)**

The purpose of Section 4 is to examine data and information that provides evidence of your performance and achievements in relation to sections 1-3.

Please provide actual data **over the last 12 months** and where possible show trends demonstrating ***sustained performance over time***.

- 1) Describe your results in relation to the successful delivery of your products/services to your clients.
- 2) Describe your results in relation to customer/business growth and retention.
- 3) Describe your results with regard to your relationships with your clients.
- 4) Describe your results with regard to your relationships with your Insurers.
- 5) Describe your results in relation to your financial and marketplace performance.