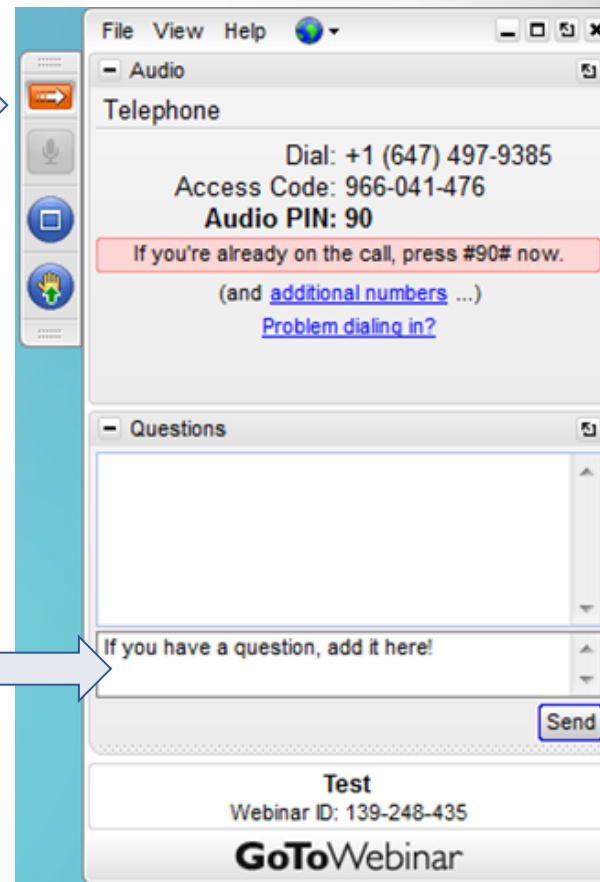

eSignatures: Benefits and Implementation for Brokers

January 2017

Housekeeping

Minimize webinar
panel screen



Ask a question at any
time by adding it here



OR

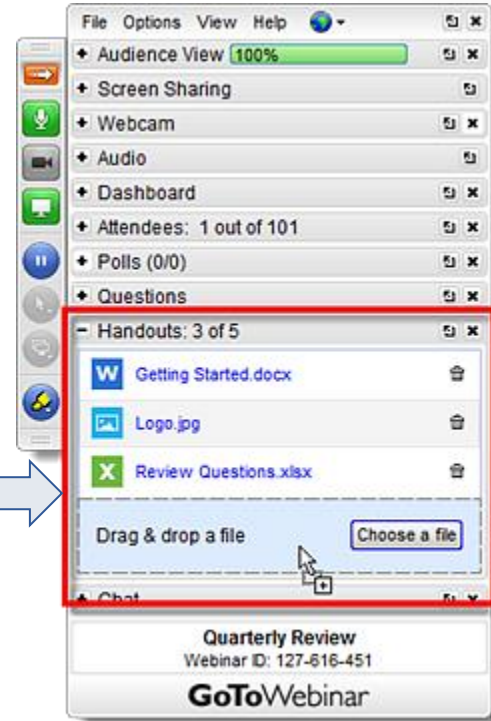


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#CSIOtsx



Housekeeping

Handouts (slides, attendance verification)



Today's Agenda

- Legal Overview
- Brokerage Adoption
- Workflow & Benefits
- Broker Testimonials
- Q&A



Social Media



Karen Hoflin

Vice President
Go Insurance



Rebecca Reed

Operations Manager
Callister Musico Insurance
Group



Samer Forzley

CEO
Signority

Poll #1

What is your primary learning objective in today's webinar?

- Legality of eSignatures
- Workflow Benefits
- Best Practices
- Implementation Tips
- Other

Definition: What Is An Electronic Signature

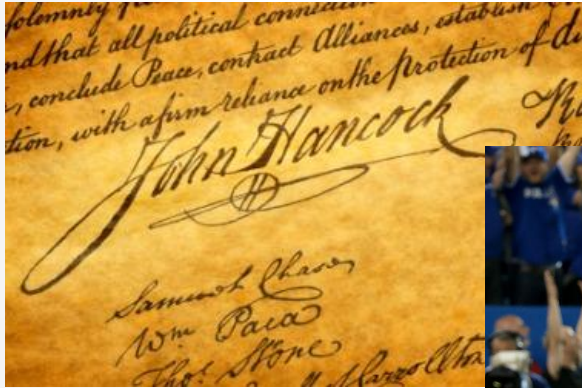
Common legal definition:

electronic information that a person creates or adopts in order to sign a document and that is in, attached to or associated with the document

(Ontario Electronic Commerce Act, 2000)

What Is A Signature?

Something That Identifies You



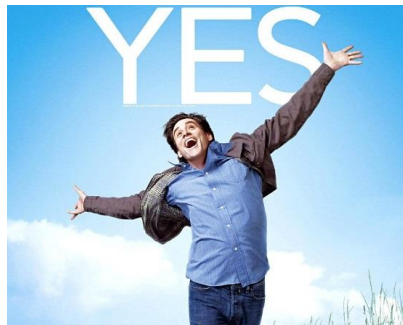
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(Ontario *Electronic Commerce Act*, 2000)

Are eSignatures Legal?



Yes, Unless “Expressly Excluded”

“Broadly speaking, electronic commerce legislation is of general application. This means that it applies to commercial activities unless those activities are expressly excluded, or are subject to other legal provisions that prohibit or regulate the use of electronic information or electronic documents”

CSIO Advisory Report, p. 3 The legislation around electronic commerce in Canada, which incorporates eSignatures, show they are legal and can replace wet ink signatures, unless they are specifically excluded. Although the specifics vary by province, broadly there are 5 exclusions by insurance law.



ELECTRONIC SIGNATURE AND ELECTRONIC DELIVERY OF INSURANCE DOCUMENTATION

By Daniel Fabiano, Fasken Martineau DuMoulin LLP¹

1. Introduction

Although the legal barriers to electronic documents and electronic signatures have been largely eliminated, the insurance sector has continued to rely on the traditional paper and manual signature approach to executing contracts. This traditional approach is increasingly at odds with consumer expectations, as other members of the financial services sector move to support electronic documents and electronic signatures. Consumers are coming to expect that all of their

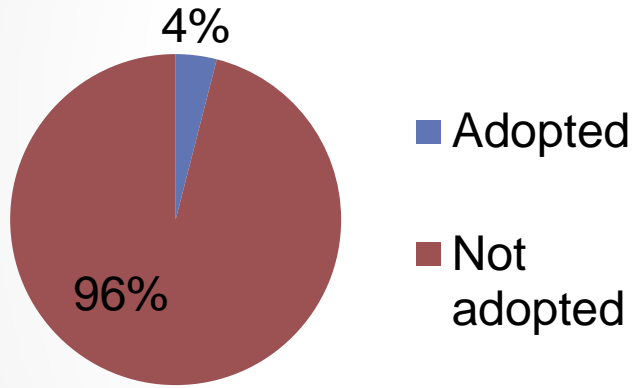


Five Broad Exclusions Under Insurance Law

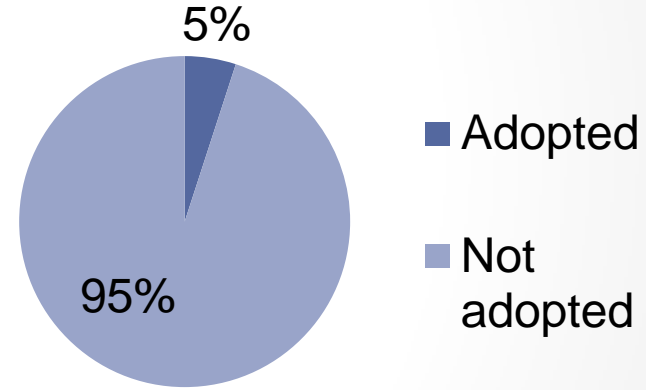


Broker Adoption of eSignatures in Canada

2015



2016



Consumer & Market Trends

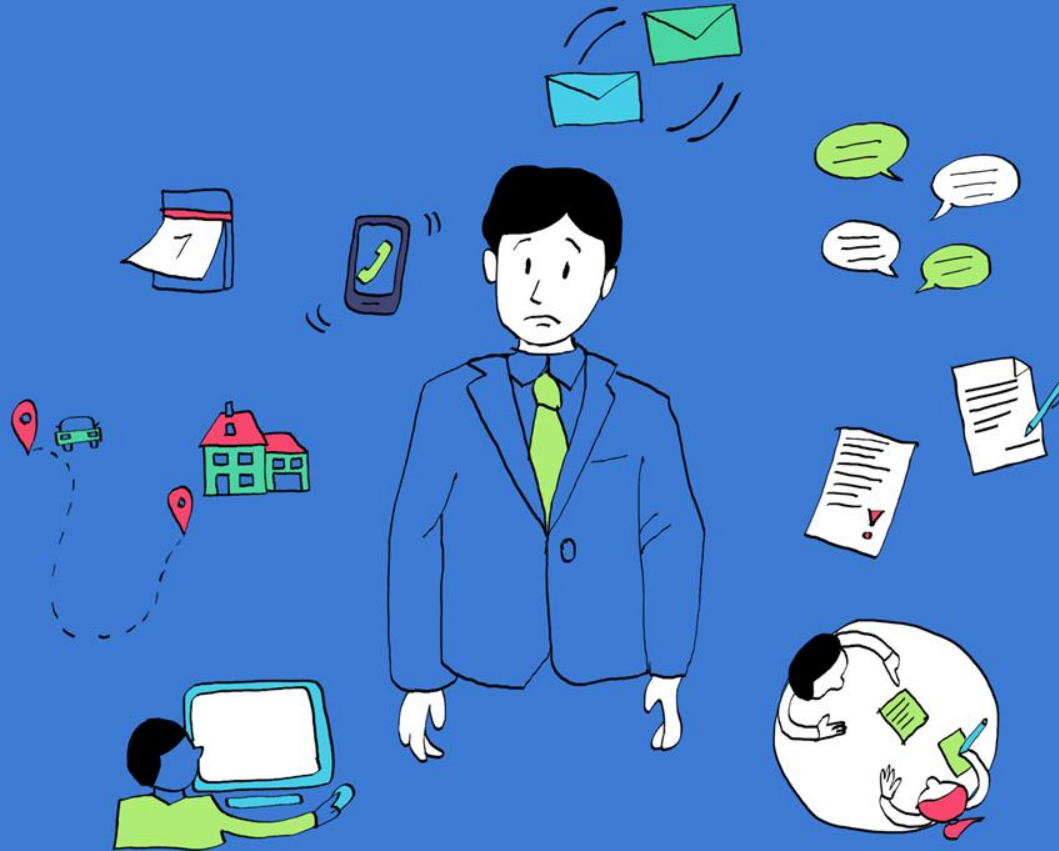
- 53% annual growth in use of eSignatures since 2012 (Forrester Research, 2014)
- Transaction for leasing a Tesla is managed through a tap-and-sign touchscreen embedded in the car's dashboard (Fortune Magazine, 2015)
- 56% of consumers expect digital interactions (Aberdeen Group, 2014)

Poll #2

What is the primary concern of implementing eSignatures in your brokerage?

- Security/legal concerns
- Workflow
- Staff buy-in
- Cost/effort
- Other

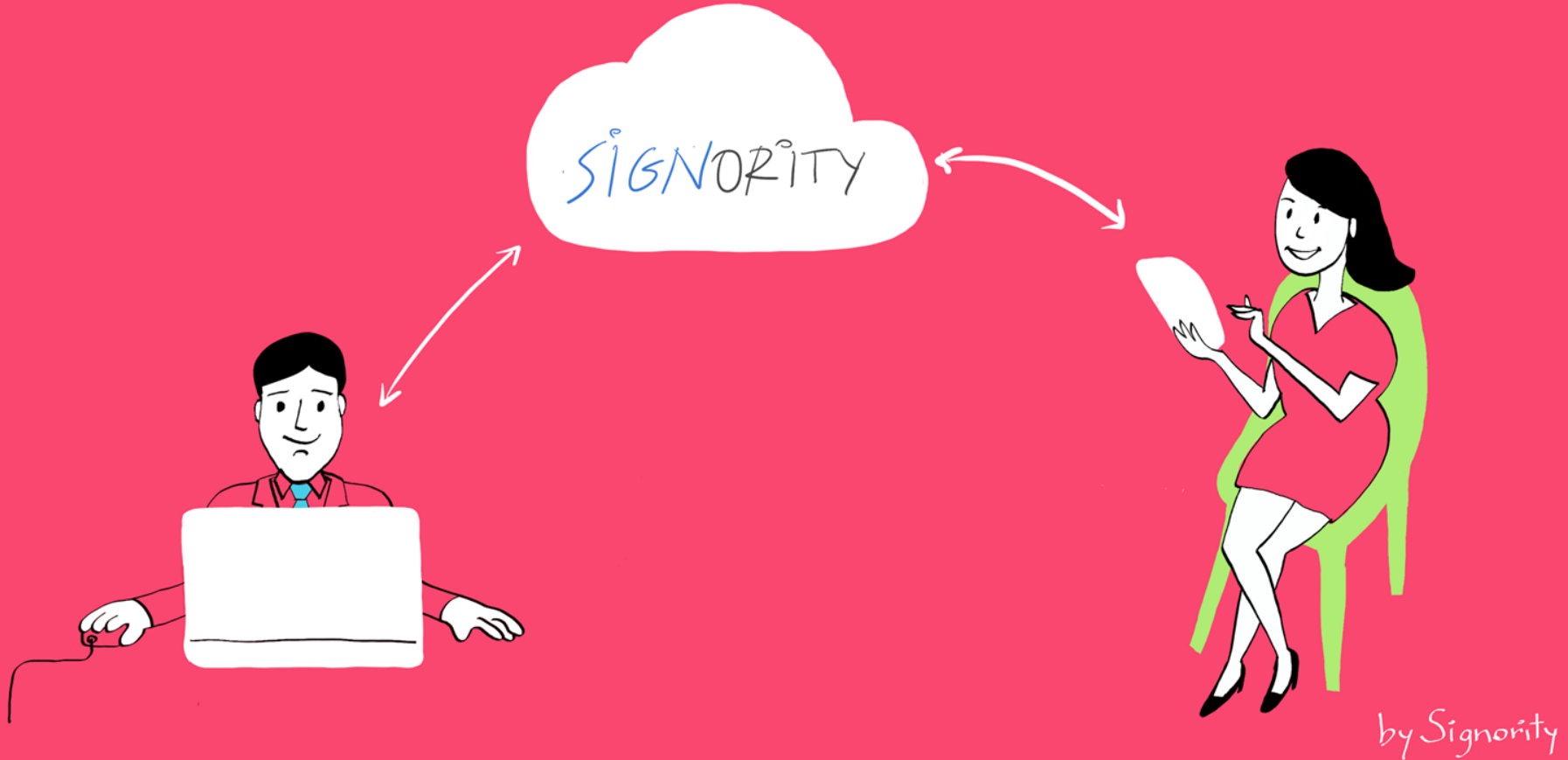
IN-PERSON SIGNING (BROKER)

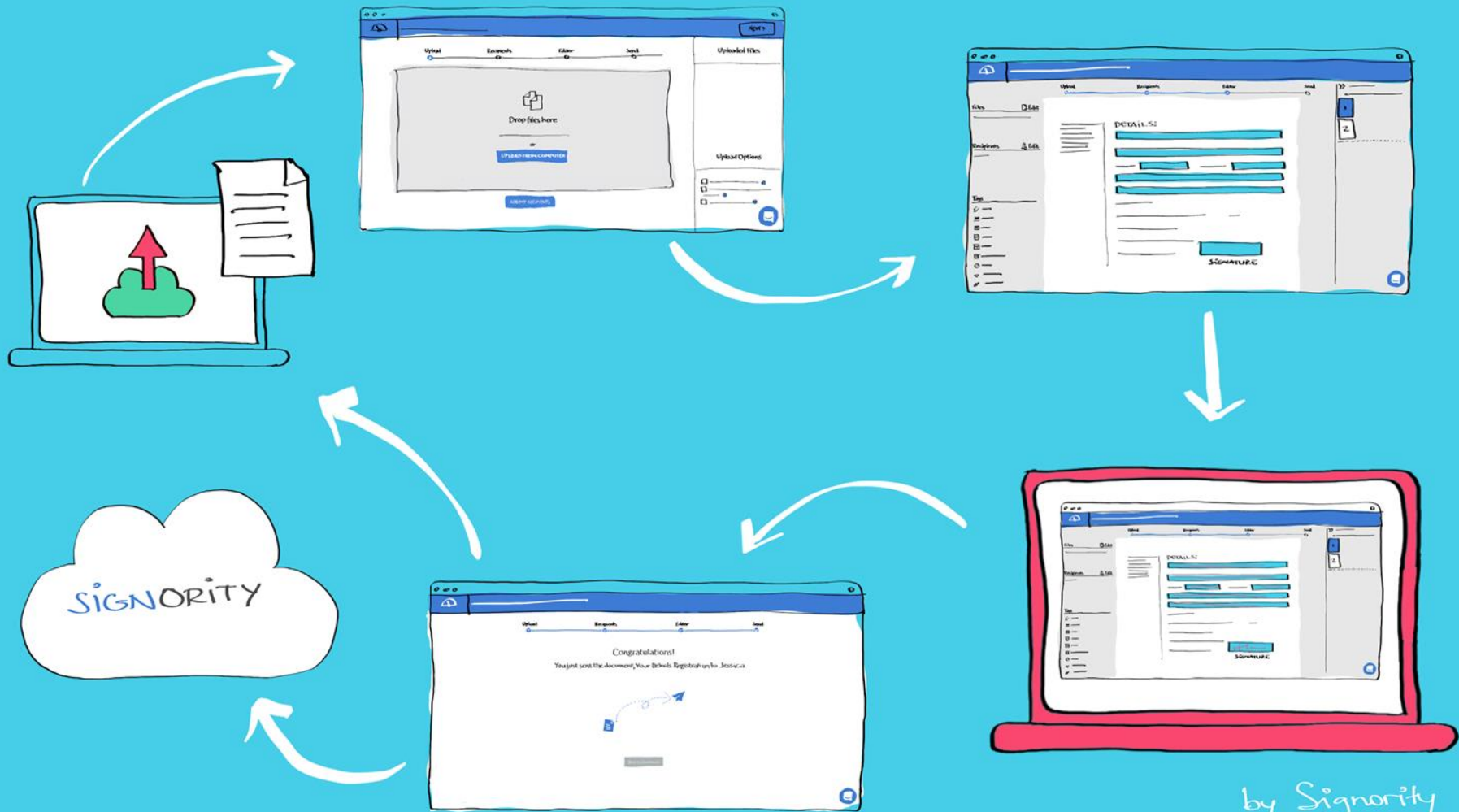


IN-PERSON SIGNING (CUSTOMER)



TYPICAL WORKFLOW (E-SIGNATURES)



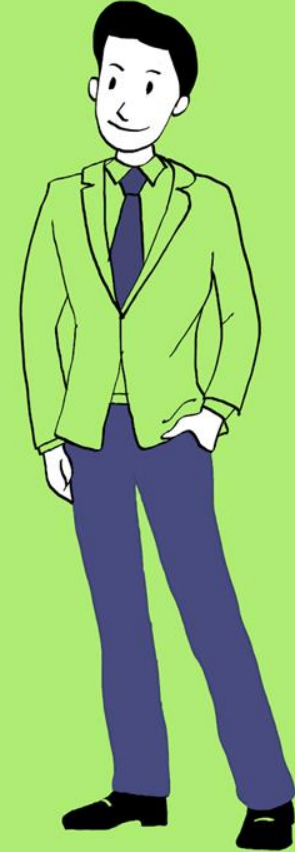


by Signority

CLAIM PROCESS WALKTHROUGH

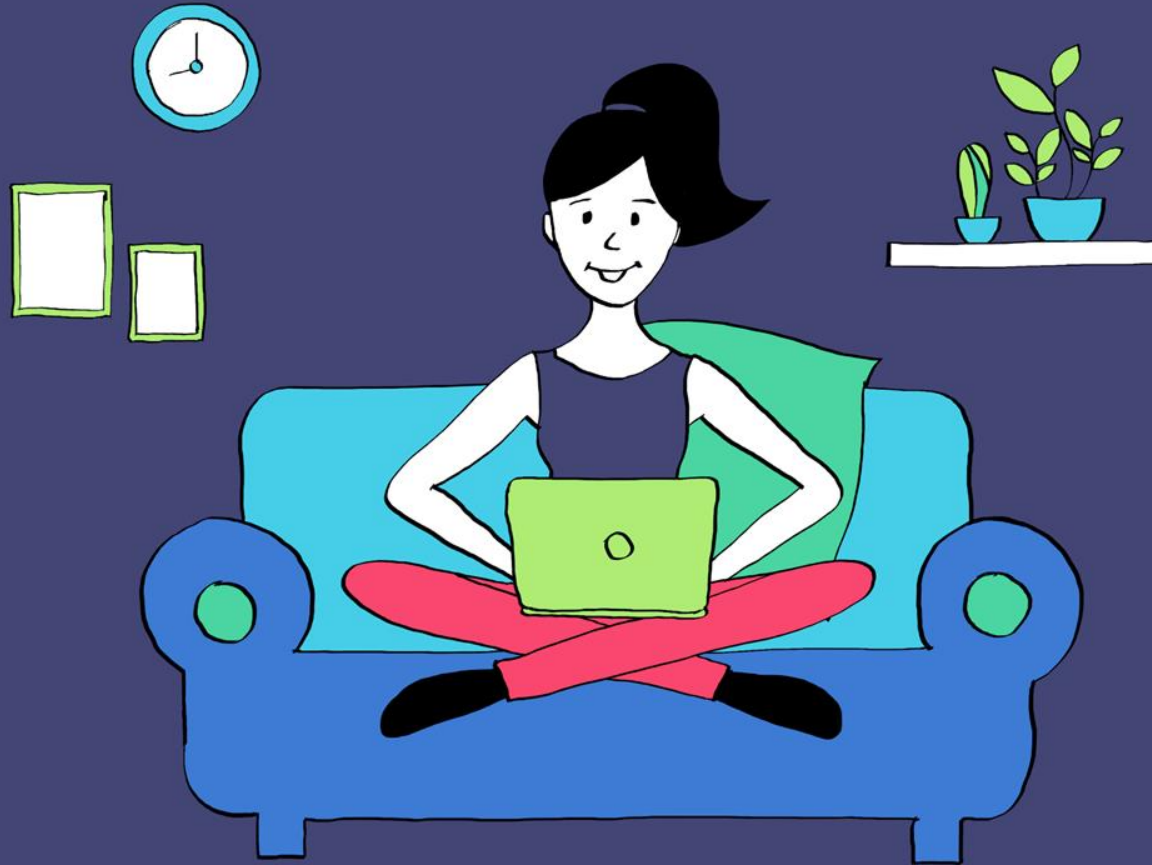


BENEFITS TO BROKERS



by Signority

BENEFITS TO CUSTOMERS



E-SIGNATURE

Jonh Doe

[Handwritten signature]



DIGITAL SIGNATURE

Jonh Doe

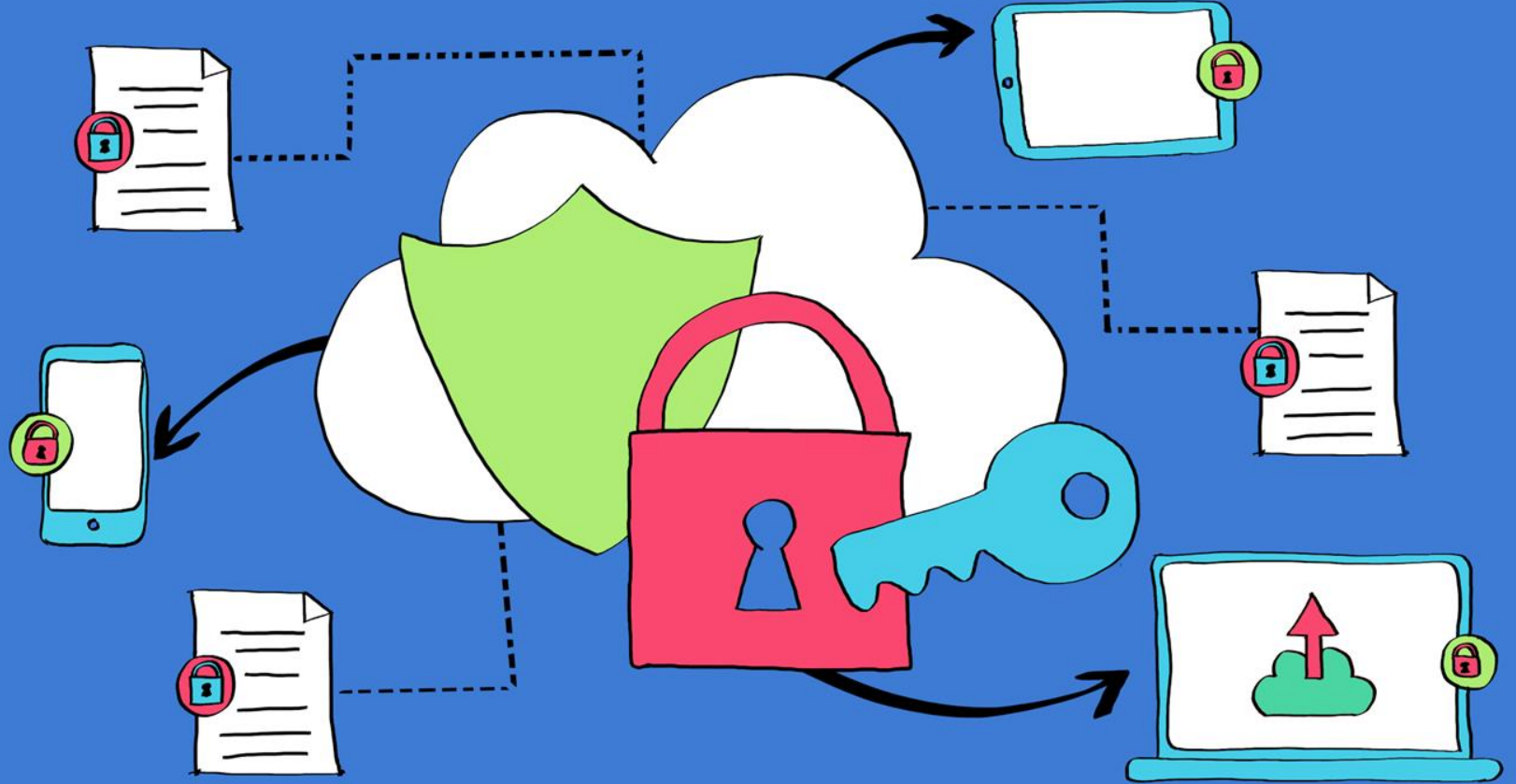
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E-SIGNATURE VS. DIGITAL SIGNATURE



ADVANTAGES OF DIGITAL SIGNATURE




WHAT TO LOOK FOR IN A SIGNED DOCUMENT


Audit Trail **SIGNORITY**

Document Title: Insurance Proposal
Document GUID: 4b2eec8c-d797-4cd4-b384-01612d810794
Document ID: 25


SIGNER(S)




Name: John Snow
Role: Signer
Sequence: 1
Email: john.snow@artccircle.com
IP Address: 123.09.84.56
Authentication: None




Signature




Name: Jessica Pearson
Role: Witness
Sequence: 2
Email: jessica.pearson@artccircle.com
IP Address: 123.09.84.56
Authentication: None



Signature



Name: Louis Litt
Role: Viewer
Sequence: 3
Email: louis.litt@artccircle.com
IP Address: 123.09.84.56
Authentication: None



Signature

Page 1 of 2
4b2eec8c-d797-4cd4-b384-01612d810794 www.signority.com

SIGNERS
DETAILS

SIGNATURE

Audit Trail **SIGNORITY**


Document Title: Insurance Proposal
Document GUID: 4b2eec8c-d797-4cd4-b384-01612d810794
Document ID: 25

HISTORY

Timestamp	Name	Action	Email	IP Address	Notes
2016-12-13 14:20:35	John S	Document created	john.snow@artccircle.com	123.09.84.56	
2016-12-13 14:20:35	John S	Document created	john.snow@artccircle.com	123.09.84.56	Complete

Document Status: Complete

This audit trail report provides a detailed record of the online activity and events recorded for this contract.



Page 1 of 2
4b2eec8c-d797-4cd4-b384-01612d810794 www.signority.com

HISTORY

(eSignatures)

By SIGNORITY

WHAT TO LOOK FOR IN A SIGNED DOCUMENT

SECURITY SEAL

SIGNERS DETAILS

SIGNATURE

HISTORY

Audit Trail

SIGNORITY

Document Title: Insurance Proposal
Document GUID: 4b2e2c8c-d797-4cd4-b384-01612d810794
Document ID: 25

SIGNER(S)

Name: John Snow
Role: Signer
Sequence: 1
Email: john.snow@artcircle.com
IP Address: 123.09.84.56
Authentication: None

John Snow
Signature

Name: Jessica Pearson
Role: Witness
Sequence: 2
Email: jessica.pearson@artcircle.com
IP Address: 123.09.84.56
Authentication: None

Jessica Pearson
Signature

Name: Louis Litt
Role: Viewer
Sequence: 3
Email: louis.litt@artcircle.com
IP Address: 123.09.84.56
Authentication: None

Louis Litt
Signature

Page 1 of 2
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Audit Trail

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Page 1 of 2
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(Digital Signatures)

By Signority



WHAT TO LOOK FOR IN AN E-SIGNATURE SOLUTION VENDOR?



Panel: Broker Testimonials



Karen Hoflin

Vice President
Go Insurance



Rebecca Reed

Operations Manager
Callister Musico Insurance
Group

Panel: Q&A



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Samer Forzley

CEO
Signority

Resources



ELECTRONIC SIGNATURE AND ELECTRONIC DELIVERY OF INSURANCE

eSignatures Savings Calculator

By Dr. [Name]

1. Document Costs

Although eliminating signatures can significantly reduce costs, it is important to consider the administrative costs of implementing eSignatures.

Number of documents requiring customer signatures *per week*:

Do you use mail or fax to obtain signatures?

☐ Yes ☐ No


Administrative Costs

Total employee hours *per week* spent obtaining signatures, including tasks such as:

Vendor Dashboard

Vendors

The following vendors comply with legislative criteria identified in the CSIO eSignatures Advisory Report for use by the broker distribution channel in Canada. For criteria details, see below.

Filters 

eSignatures

Sign

US
No
Yes
10Mb
ricing

AssureSign

Cloud Location: Canada & US
On-Premises Solution: Yes
French Support: Yes
Max. Doc. Size: Unlimited

DocuSign

Cloud Location: US
On-Premises Solution: Yes
French Support: Yes
Max. Doc. Size: 25Mb

TSX Webinar - eSignatures

Watch this webinar for: Workflow enhancements - learn how eSignatures fit into your daily workflow; Broker testimonials - hear from brokers who have already realized the benefits of eSignatures; Live, open dialogue with our panel of brokers.

What Do eSignatures Mean For Brokers?

eSignatures improve the customer experience, making it easy to sign insurance documents while saving paper and reducing costs for brokers - up to \$6.50 per paper signature.

InsureSign



Cloud Location: US
On-Premises Solution: Yes

RightSignature

Cloud Location: US
On-Premises Solution: No

eCO

la & US
Yes

requiring signatures such as human resources or claims forms.

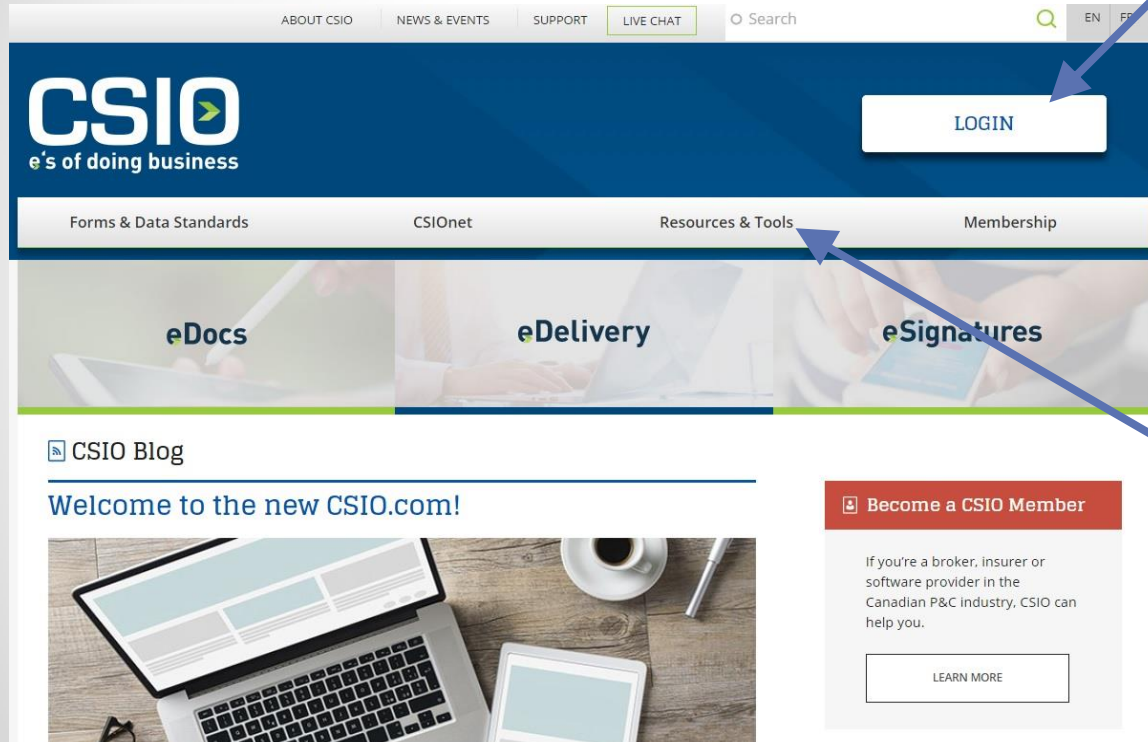


www.csio.com/esignatures



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- CSIO Forms
- TSX Webinars (accredited)

Resources:

- Articles, White papers
- Videos
- **Social:**   
- **Email:** info@csio.com

Poll #3

This webinar met my expectations:

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Thank You!

**Sign up for our next webinar:
Ransomware 101 for Brokers**

www.csio.com/event/tsx-ransomware-101-brokers

