



2015 SURVEY RESULTS

BROKER SERVICES

INTRODUCTION

The 2015 Broker Services Survey Results capture a snapshot of the broker-client relationship—including what it is and what employers want from their brokers. Key findings from the survey remain fairly consistent with previous years’ results, with legislative compliance and technology playing important roles in the industry.

Regular communication and prompt service are top criteria employers look for when selecting their brokers. Slow communication and poor service would prompt about two-thirds of survey respondents to change brokers. Approximately 4 in 10 clients want to hear from their brokers every month, while nearly 26 percent would prefer weekly contact. Other highly valued factors include the broker’s ability to negotiate renewal and provide compliance support, legislative updates and benchmarking information.

The most important services a property and casualty broker can provide are timely delivery of certificates of insurance and ID cards, claims submission support and a solid understanding of each client’s business needs.

For employee benefits clients, compliance-related support is the most important service brokers can offer, especially regarding ongoing legislative changes concerning the Affordable Care Act (ACA). Employee communications and strategic benefits plans are also vital components of brokers’ services for a majority of employers.

The 2015 Broker Services Survey was conducted in early 2015, and a total of 1,062 respondents completed the survey.

CONTENTS

- Introduction..... 2
- Demographics..... 3
- The Client-Broker Relationship..... 6
- Challenges 13
- Communication 15



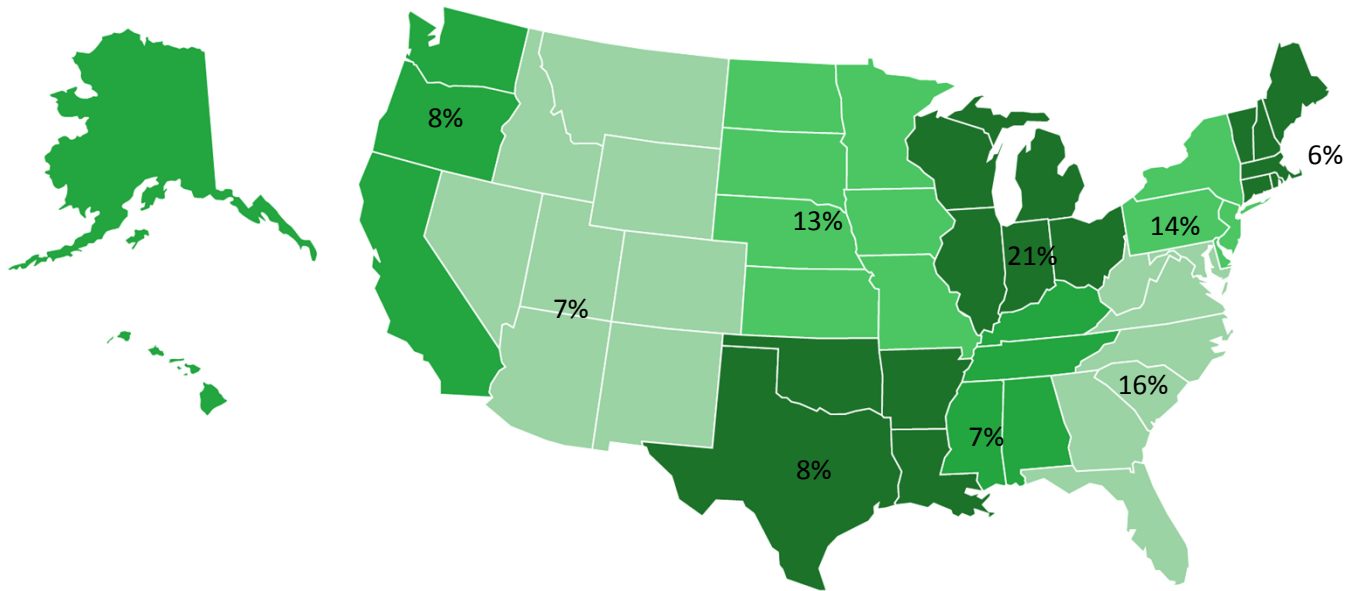
DEMOGRAPHICS

This survey was completed by employers in all regions of the United States. The overwhelming majority of survey respondents were from organizations employing fewer than 500 employees.

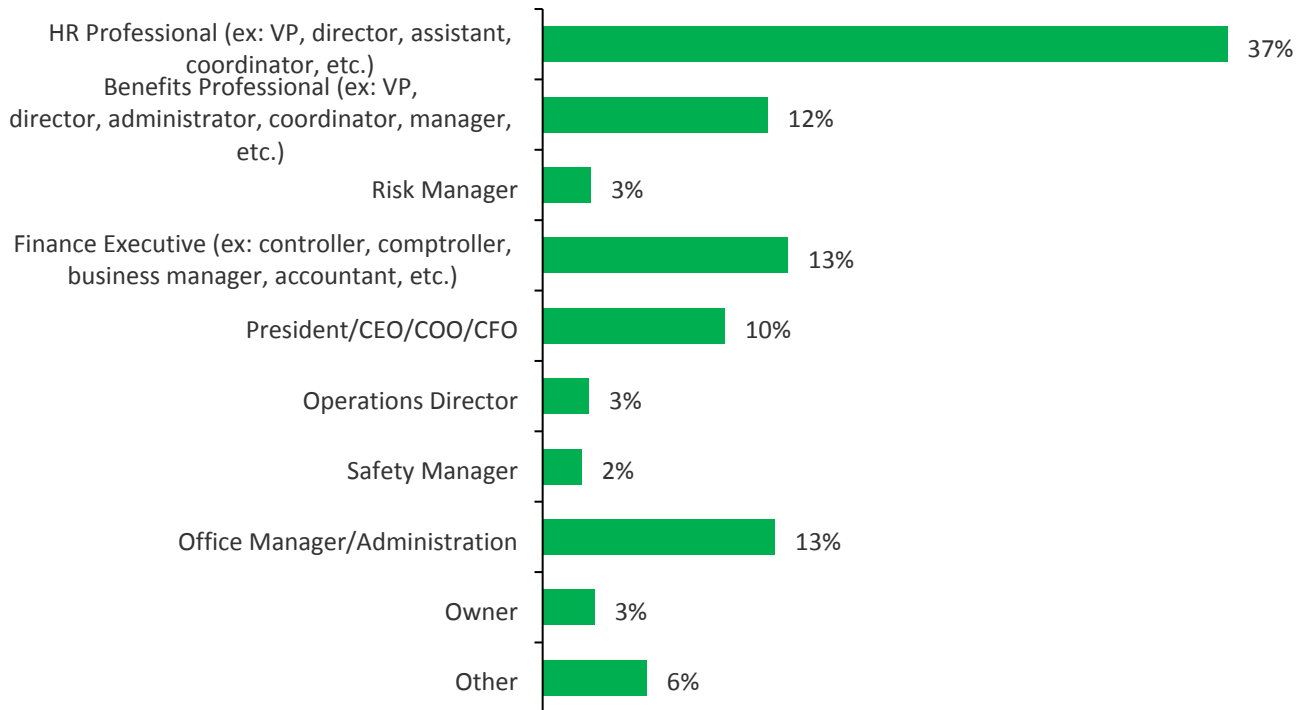
DEMOGRAPHICS



In which region is your organization based (the most employees)?

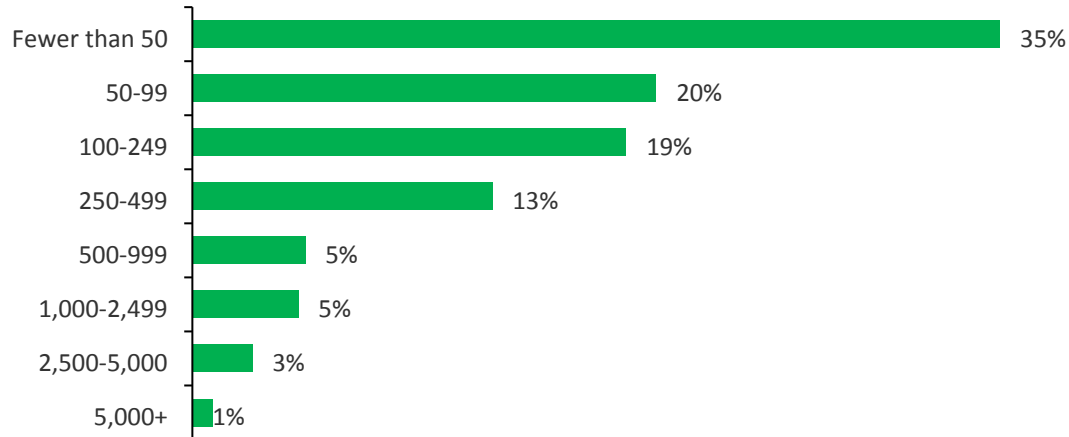


What job title most accurately applies to your position?

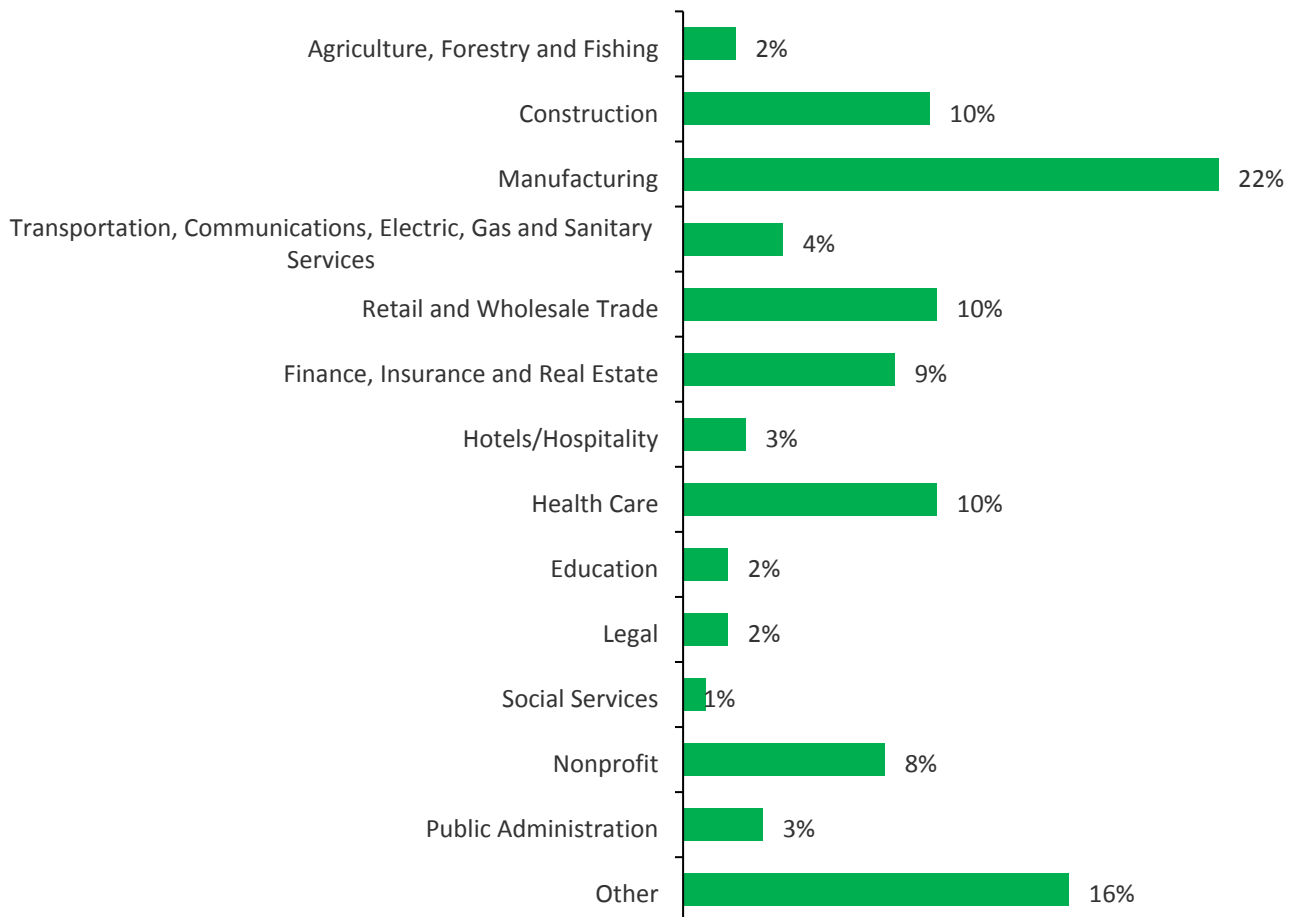




How many employees does your organization employ?



In which industry sector does your organization operate?





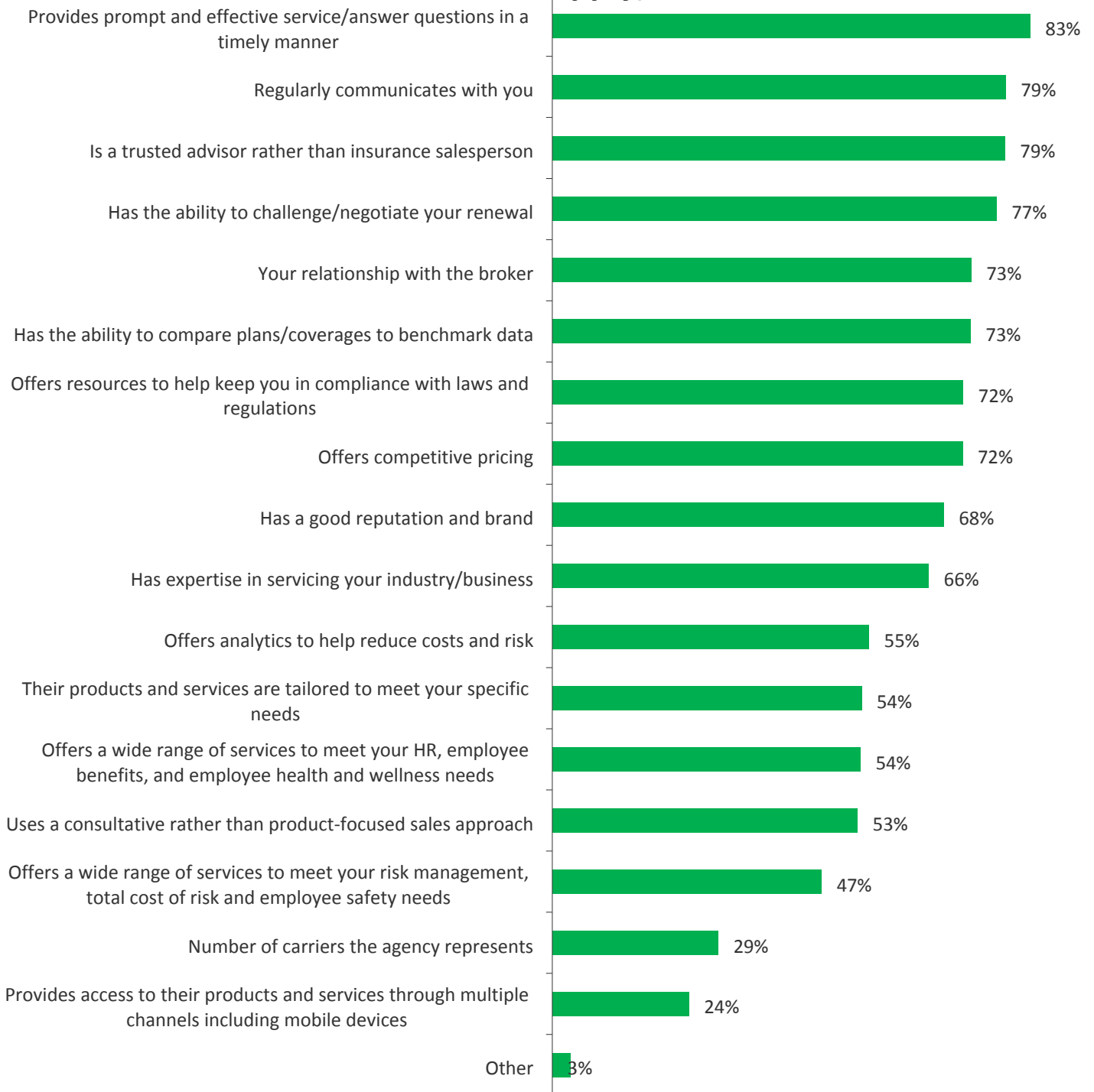
THE CLIENT-BROKER RELATIONSHIP

More than three-quarters of employers look for a trusted advisor, regular communication, and timely service and prompt answers. Other broker criteria highly valued by employers include the ability to negotiate renewal (77 percent), the broker providing benchmarking information (73 percent) and competitive pricing (72 percent). Dissatisfaction with timeliness and ineffective service was the primary reason respondents switched brokers. About 17 percent of clients have changed brokers in the past three years.

For property and casualty clients, providing certificates of insurance and ID cards in a timely fashion is a high priority. Only 75 percent of respondents reported that their brokers did so, which is slightly lower than the 76 percent reported last year. For benefits clients, compliance is the most important issue, with 88 percent of respondents listing brokers answering compliance-related questions as very or somewhat important—81 percent report that their brokers fully provide this support.



What criteria do you use when selecting a broker (check all that apply)?



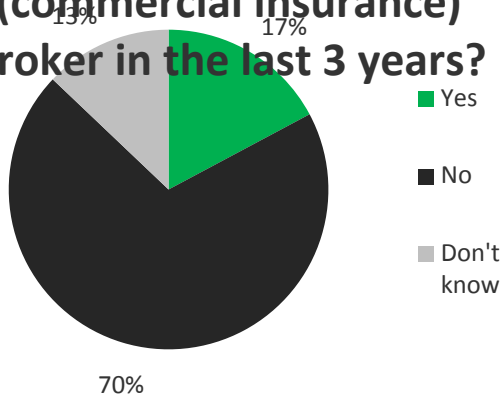
THE CLIENT-BROKER RELATIONSHIP



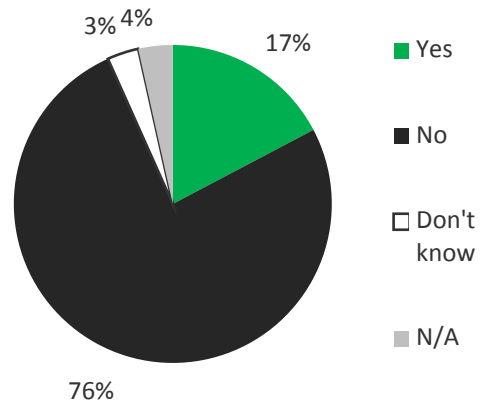
What are the 3 main factors that would lead you to make a change in brokers?



Have you made a change in your property and casualty (commercial insurance) broker in the last 3 years?



Have you made a change in your benefits broker in the last 3 years?



THE CLIENT-BROKER RELATIONSHIP



Please tell us the importance level you attribute to the following property and casualty services.

	Very Important	Slightly Important	Not Important	Rating Average*
Timely delivery of certificates of insurance and ID cards	77%	19%	4%	2.73
Has a thorough understanding of your company's business	76%	22%	3%	2.73
Has coverage and policy language expertise	75%	21%	4%	2.71
Helps your organization become a more educated insurance buyer	64%	31%	5%	2.6
Provides claims submission support	65%	28%	7%	2.59
Proactively provides regulatory and legislative updates	62%	32%	6%	2.56
Delivers information that will help reduce the frequency and expense of claims	61%	32%	7%	2.54
Provides total cost of risk information	60%	34%	6%	2.54
Offers ability to report claims online and track claims activity	49%	38%	12%	2.37
Provides employee-focused health and safety information	39%	47%	14%	2.25
Uses technology to help analyze claim activity and identify root causes	40%	43%	16%	2.24
Provides access to OSHA compliance information and recordkeeping tools	40%	40%	20%	2.2
Offers assistance in documenting, reporting and tracking workplace incidents	38%	41%	21%	2.18
Provides an annual stewardship report outlining the services offered throughout the year	33%	48%	19%	2.14
Assists you in creating or maintaining a workplace safety program	31%	45%	24%	2.08
Provides your company with certificate tracking tools	30%	46%	24%	2.07
Helps design and support your return to work programs	28%	41%	31%	1.97
Assists in the creation, review and update of your Employee Safety Manual	25%	44%	31%	1.94
Offers content designed to educate both employers and employees in video format	25%	43%	32%	1.93
Makes employee safety training videos available	23%	45%	31%	1.92
Provides easy access to all resources and services on a mobile device	19%	42%	39%	1.81
Helps manage your Safety Data Sheets (SDS)	18%	38%	44%	1.73

*Responses are weighed by the following scale: Very Important = 3, Slightly Important = 2, Not Important = 1

THE CLIENT-BROKER RELATIONSHIP



Please tell us whether your property and casualty (commercial, workers' compensation) broker is providing these services or expertise.

	Provides	Partially Provides	Does Not Provide
Timely delivery of certificates of insurance and ID cards	75%	18%	7%
Has coverage and policy language expertise	72%	22%	7%
Has a thorough understanding of your company's business	67%	25%	8%
Provides claims submission support	61%	27%	11%
Helps your organization become a more educated insurance buyer	57%	30%	13%
Provides total cost of risk information	50%	33%	16%
Proactively provides regulatory and legislative updates	49%	33%	18%
Delivers information that will help reduce the frequency and expense of claims	42%	38%	21%
Offers ability to report claims online and track claims activity	41%	34%	25%
Offers assistance in documenting, reporting and tracking workplace incidents	40%	33%	26%
Provides an annual stewardship report outlining the services offered throughout the year	40%	35%	26%
Provides access to OSHA compliance information and recordkeeping tools	38%	31%	31%
Provides employee focused health and safety information	35%	37%	28%
Uses technology to help analyze claim activity and identify root causes	33%	39%	28%
Provides your company with certificate tracking tools	30%	33%	37%
Assists you in creating or maintaining a workplace safety program	29%	33%	38%
Offers content designed to educate both employers and employees in video format	28%	31%	41%
Makes employee safety training videos available	28%	30%	43%
Helps design and support your return-to-work programs	24%	33%	43%
Assists in the creation, review and update of your Employee Safety Manual	22%	32%	46%
Provides easy access to all resources and services on a mobile device	20%	30%	50%
Helps manage your Safety Data Sheets (SDS)	15%	25%	60%

THE CLIENT-BROKER RELATIONSHIP



Please tell us the importance level you attribute to the following employee benefit services.

	Very Important	Slightly Important	Not Important	Rating Average*
Answers your compliance-related questions (e.g. PPACA, COBRA, FMLA, HIPAA etc.)	88%	10%	1%	2.87
Provides updates and guidance on health care reform and other legislative changes	76%	21%	3%	2.73
Provides compliant plan documents	72%	21%	6%	2.66
Creates a strategic benefit plan that aligns with company goals	66%	27%	6%	2.60
Offers employee communications to help your employees make benefit decisions and understand the benefits that you provide	65%	30%	5%	2.60
Offers employee communications to help your employees understand how health care reform affects them	59%	35%	6%	2.52
Provides online access to policies and compliance and HR tools	55%	35%	9%	2.46
Provides plan design benchmark information	53%	36%	11%	2.43
Provides us with educational briefings on HR topics along with HR related forms	51%	39%	11%	2.40
Offers employee communications to help your employees improve their health and become wise consumers of health care	48%	42%	10%	2.38
Offers benefit statements to help your employees understand the value of their benefits	50%	38%	12%	2.38
Offers compliance-related webinars	51%	36%	13%	2.38
Provides health and prescription drug claims analysis	53%	31%	15%	2.38
Offers a wide array of voluntary benefits	43%	41%	16%	2.27
Offers employee communications to help your employees plan for retirement and improve their financial health	40%	39%	21%	2.19
Provides an annual stewardship report outlining services provided through the year	37%	42%	21%	2.16
Offers a hotline where you can get your HR-related questions answered	37%	43%	20%	2.16
Assists you with creating or maintaining a workplace wellness program	28%	46%	26%	2.02
Provides a mid-year renewal	32%	33%	35%	1.98
Provides you with a sample employee handbook and sample handbook policies	28%	36%	36%	1.93
Provides wage and salary benchmark information	28%	34%	38%	1.91
Offers employer compliance support and employee communications in video format	24%	39%	36%	1.88
Provides easy access to all resources and services on a mobile device	22%	33%	45%	1.76
Provides sample job descriptions	17%	34%	49%	1.68

*Responses are weighed by the following scale: Very Important = 3, Slightly Important = 2, Not Important = 1

THE CLIENT-BROKER RELATIONSHIP



Please tell us whether these services or expertise are provided by your benefits broker.

	Provides	Partially Provides	Does Not Provide
Answers your compliance-related questions (e.g. PPACA, COBRA, FMLA, HIPAA etc.)	81%	16%	3%
Provides updates and guidance on health care reform and other legislative changes	71%	20%	9%
Provides compliant plan documents	67%	21%	12%
Creates a strategic benefit plan that aligns with company goals	59%	27%	14%
Offers a wide array of voluntary benefits	55%	28%	16%
Offers employee communications to help your employees make benefit decisions and understand the benefits that you provide	54%	28%	18%
Provides online access to policies and compliance and HR tools	51%	27%	21%
Offers compliance-related webinars	50%	25%	25%
Provides us with educational briefings on HR topics along with HR related forms	48%	31%	21%
Offers employee communications to help your employees improve their health and become wise consumers of health care	48%	30%	22%
Offers employee communications to help your employees understand how health care reform affects them	47%	31%	21%
Provides plan design benchmark information	47%	28%	25%
Provides health and prescription drug claims analysis	47%	26%	27%
Assists you with creating or maintaining a workplace wellness program	41%	32%	27%
Offers a hotline where you can get your HR-related questions answered	41%	28%	31%
Offers benefit statements to help your employees understand the value of their benefits	39%	28%	33%
Provides an annual stewardship report outlining services provided through the year	36%	29%	34%
Offers employee communications to help your employees plan for retirement and improve their financial health	36%	22%	42%
Provides a mid-year renewal	35%	21%	44%
Offers employer compliance support and employee communications in video format	25%	25%	50%
Provides you with a sample employee handbook and sample handbook policies	25%	19%	57%
Provides easy access to all resources and services on a mobile device	22%	23%	55%
Provides wage and salary benchmark information	18%	20%	62%
Provides sample job descriptions	17%	19%	65%



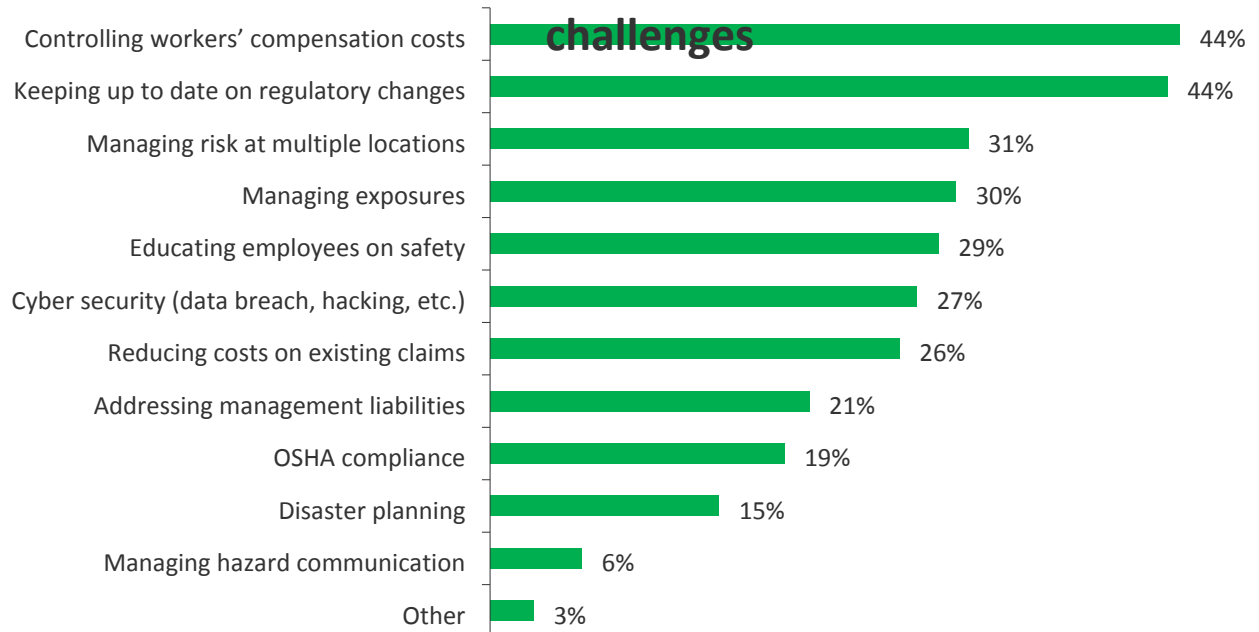
CHALLENGES

Top risk management challenges for respondents include controlling workers' compensation costs (44 percent) and keeping up to date on regulatory changes (44 percent), which are the same main concerns as last year. Other top concerns include managing exposures and educating employees on safety.

Managing health care costs continues to be the top employee benefits challenge (65 percent), followed by staying in compliance with changing legislation such as the Affordable Care Act (50 percent) and following reporting requirements under the ACA (31 percent).



Select your company's top 3 risk management challenges



Select your company's top 3 employee benefits challenges



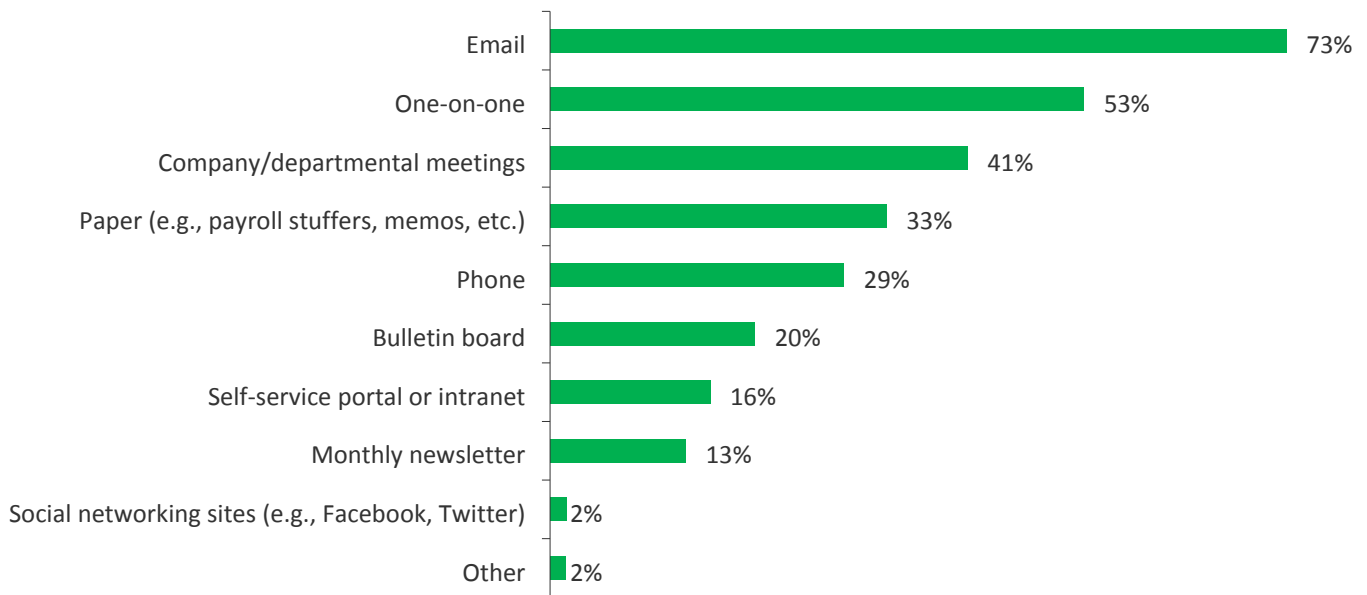


COMMUNICATION

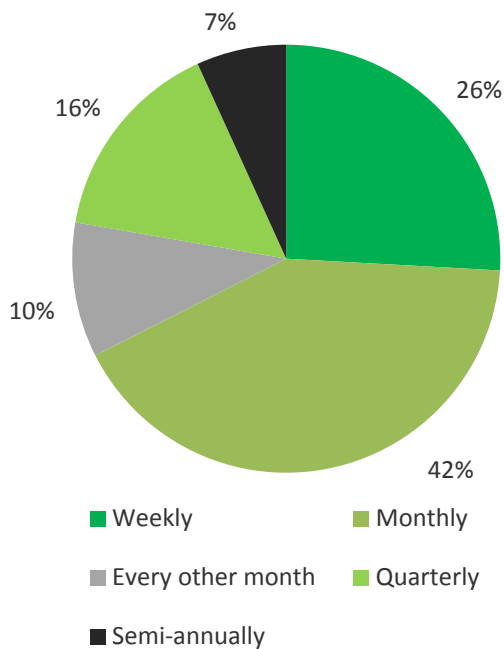
Forty-two percent of respondents want to hear from their brokers at least monthly, and another 26 percent want to have weekly communication with their brokers. As renewal time approaches, more than half of respondents would like to be contacted by their brokers at least three months ahead of time, with another 40 percent looking for broker communication six months in advance.



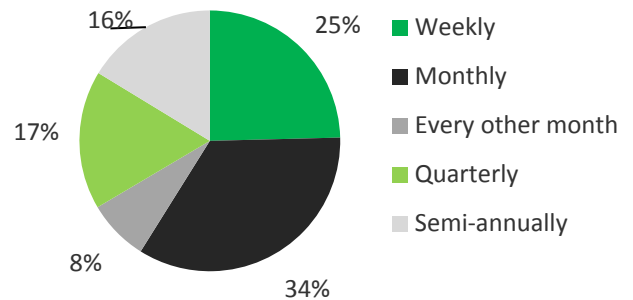
In what 3 ways do you most often communicate with your employees?



How often would you like your broker to communicate with you about benefits, HR, health, safety, risk or compliance issues?



How often does your broker communicate with you about benefits, HR, health, safety, risk or compliance issues?



How far in advance of renewal would you like to hear from your broker?

