

# Insurance

## BUSINESS CANADA

WWW.INSURANCEBUSINESS.CA  
ISSUE 8.04



## NAVIGATING CHANGE

**COO, Steve Phillips discusses how strong relationships are more important than ever**



### **TURNING TO TELEMATICS**

Why COVID-19 has boosted demand for telematics in the transport sector

### **NO MARGIN FOR ERROR**

Could brokers find themselves on the hook for E&O litigation due to COVID-19?

### **WHAT'S DRIVING THE HARD MARKET?**

Five factors that have helped create it – and how brokers can conquer it

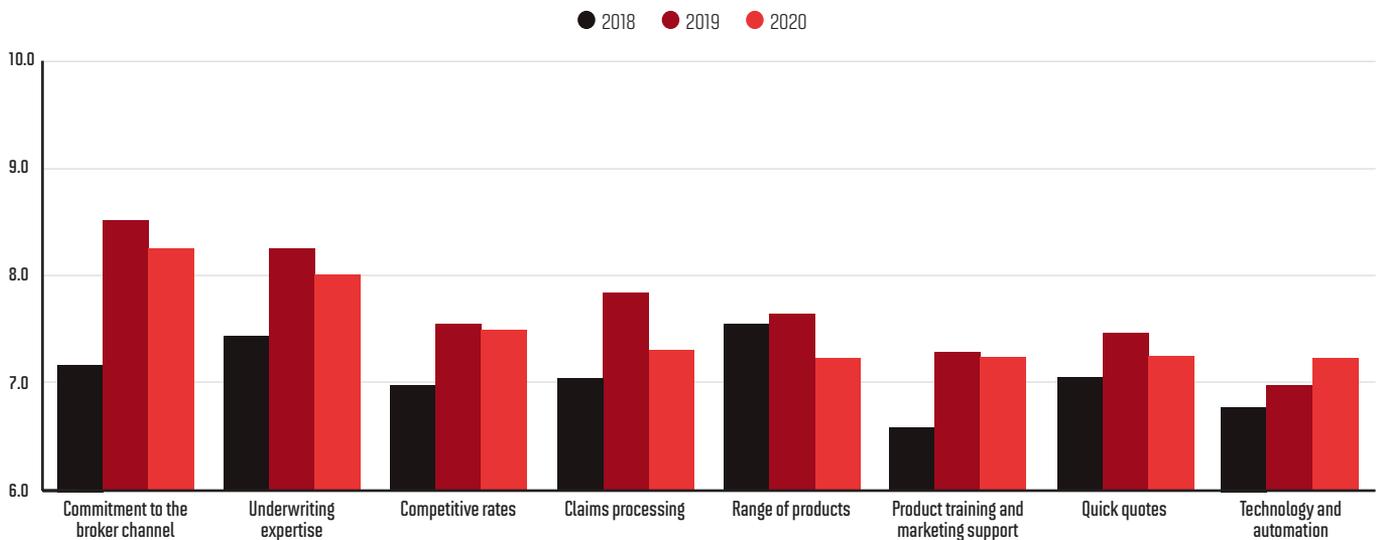
## FIVE-STAR CARRIERS

# FIVE-STAR CARRIERS

Brokers reveal which carriers are consistently providing top-notch service – and where they need to improve

## HOW HAS CARRIERS' PERFORMANCE CHANGED?

After enjoying significant increases in average score in several categories between 2018 and 2019, carriers experienced a dip in performance in almost every category – except for technology and automation – this year. The most notable declines came in the areas of claims processing and product range.





**TO FIND** out how well carriers are meeting brokers' expectations and where could still use some improvement, *Insurance Business Canada* asked hundreds of insurance brokers from across the country to tell us everything. Brokers rated their carriers on a scale of 1 (poor) to 10 (excellent) across eight categories, from underwriting expertise and quick quotes to competitive rates and claims processing.

When asked the three most important things they look for in a carrier partner, an overwhelming 70% of brokers named competitive rates as the most crucial factor, followed by underwriting expertise (60%) and claims processing (46%). Although they've shifted slightly in level of importance, these top three priorities remain unchanged from last year's survey, proving their enduring importance to brokers.

In terms of performance, carriers' average scores decreased in every category this year except for technology and automation. Although the declines weren't extreme – the largest drop was 0.47 points for claims processing – it still isn't a desirable trend for carriers. The number of carriers that achieved a five-star rating (earning a score of 8.00 or higher in at least one category) tells a different story, however: An impressive 24 carriers netted the designation this year, up from 16 last year. Not only that, but four carriers earned five-star status in every single category this year, earning the mantle of All-Star Carrier.

## HOW WELL DID CARRIERS PERFORM ON AVERAGE IN EACH CATEGORY?

Commitment to the broker channel **8.20**



Underwriting expertise **8.00**



Competitive rates **7.50**



Claims processing **7.35**



Range of products **7.32**



Product training and marketing support **7.31**



Quick quotes **7.25**

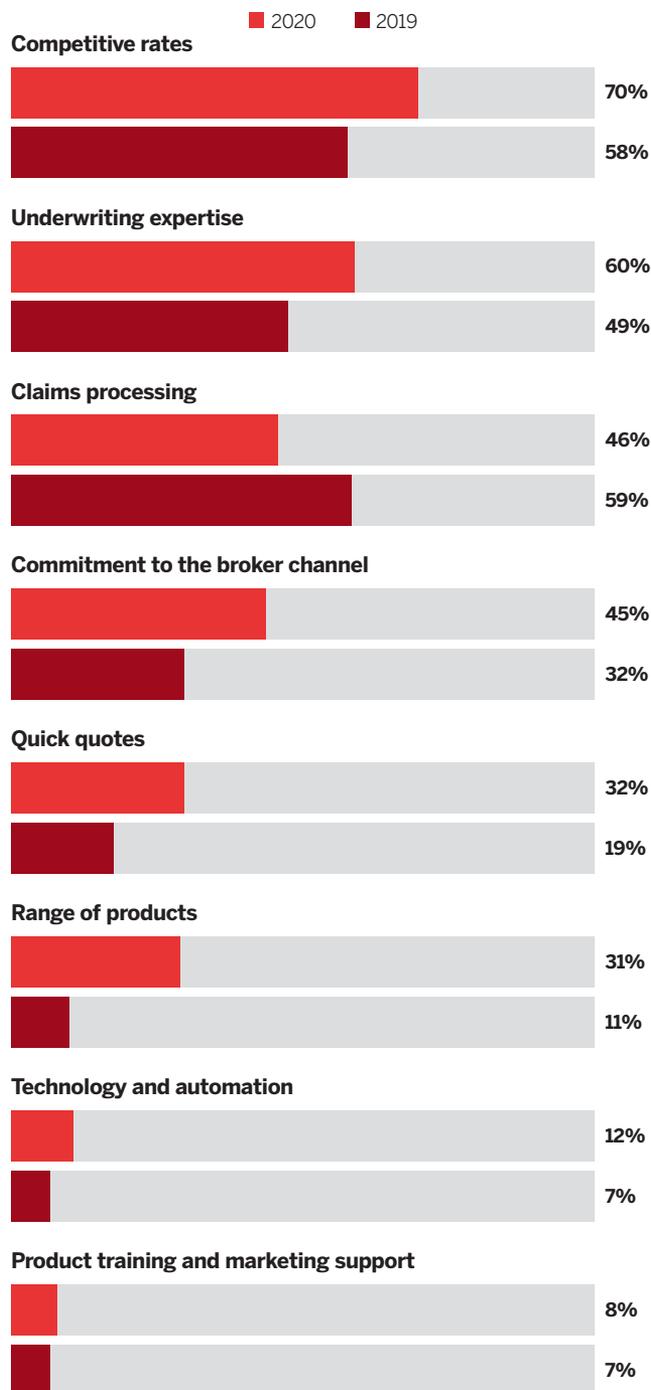


Technology and automation **7.25**



## WHAT ARE BROKERS LOOKING FOR IN A CARRIER?

As was the case in 2019, competitive rates, underwriting expertise and claims processing continue to be brokers' top three priorities when choosing a carrier, although both rates and underwriting expertise were significantly more important to brokers this year.



# FIVE-STAR CARRIERS

## FIVE-STAR CARRIERS BY CATEGORY

Carrier	Commitment to the broker distribution channel	Underwriting expertise	Competitive rates	Claims processing	Range of products	Product training and marketing support	Quick quotes	Technology and automation
Aviva					★			
Beazley ★	★	★	★	★	★	★	★	★
CAA Insurance Company		★	★			★	★	
Chubb	★	★		★		★		★
CNA	★	★		★	★	★		★
The Commonwell Mutual Insurance Group ★	★	★	★	★	★	★	★	★
Ecclesiastical Insurance	★	★	★	★		★		★
Economical Insurance		★						
Gore Mutual Insurance	★	★		★		★	★	★
Intact Insurance		★			★			★
Liberty Mutual Canada	★	★	★	★		★	★	
Northbridge Insurance	★	★		★	★	★	★	★
Peace Hills General Insurance	★		★			★	★	★
Peel Mutual Insurance	★							
Pembridge Insurance		★						
RSA Canada	★	★	★				★	
SGL Canada	★				★	★	★	★
Sovereign Insurance		★		★				
Trillium Mutual	★	★	★	★			★	
Trisura Guarantee Insurance Company ★	★	★	★	★	★	★	★	★
Unica Insurance ★	★	★	★	★	★	★	★	★
Wawanesa Insurance	★	★						
West Wawanosh Mutual Insurance	★	★	★		★			
Wynward Insurance Group	★	★	★				★	

★ All-Star Carrier



## FIVE-STAR CARRIER

### SOVEREIGN INSURANCE

**Headquarters:** Calgary, AB

**Year founded:** 1953

**Number of employees:** 350

**Leadership:** Steve Phillips, COO

Sovereign Insurance empowers Canadian businesses to succeed by developing and distributing risk solutions they trust and value. "We are driven by our purpose to protect Canadian businesses and the communities they serve, and that starts by building positive, engaging relationships with our valued partners," says Steve Phillips, COO of Sovereign Insurance. "We believe our focus on strong communication with our broker partners, listening to fully understand their clients' unique needs and actively collaborating with them to deliver comprehensive risk solutions are key reasons why we've been awarded the Five-Star Carrier designation."

Canadian-owned and -operated since 1953, Sovereign is a wholly owned subsidiary of The Co-operators General Insurance Company, a provider of multi-line insurance products. Currently, Sovereign operates in six offices across Canada and has an A- (excellent) rating from A.M. Best. Sovereign takes a comprehensive view to help ensure that Canadian businesses are well equipped to mitigate risk, leaving them confident to not only navigate through new and emerging risk exposures, but also to thrive in a constantly evolving environment.

"The industry has experienced a lot of changes and challenges in the last year," Phillips says. "I am especially proud of the way the Sovereign Insurance team has partnered with our broker partners over the last 12 months to make the appropriate adjustments to ensure their clients are well protected."

Sovereign's short-term agility and long-term thinking allow it to respond to ever-changing market conditions. As Sovereign looks to the future, Phillips notes the importance of being an experienced and knowledgeable partner. "In order to continue to excel and meet the needs of our clients," he says, "we focus our efforts on specific market niches and risk types to ensure we have depth of knowledge that we can bring to our broker partners and their commercial clients." **IB**

Steve Phillips