

Case Study

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Title: **Program Manager, Commercial Lines New Producer Development Program**

Company: **Liberty Mutual Agency Corporation**



Building a More Profitable Book of Business with More Knowledgeable and Effective Producers

We use The Institutes' Accredited Adviser in Insurance (AAI®) courses within our Commercial Lines New Producer Development Program's curriculum for the independent insurance agencies that represent our regional companies. Participants in this program find the technical insurance and sales materials very helpful in both learning the business and beginning to build a profitable book of commercial lines business. Producers have also found that being able to include the AAI designation on their business cards has given them credibility with their clients and prospects.

Reducing Costs While Increasing Convenience

We appreciated the flexibility of allowing us to have the AAI exams administered within the producer's agency, so that they don't have to travel to an exam center. This feature provides flexibility in both scheduling and taking the exams.

Working with a Responsive Partner

Over the years, The Institutes have been very responsive to inquiries about available programs and support requests. The Institutes' personnel respond quickly if we encounter any difficulties distributing materials or in the use of their online classrooms. An example of The Institutes' responsiveness was demonstrated when one of our students was unable to post an assignment online. The agency had revamped their technology, which caused the software not to work properly. I contacted Karen Skayhan, director of products at The Institutes, and she worked with the student to resolve the issue. I also would like to thank Donna Garrison, products developer, and Dotty Platt, study group coordinator, for assisting me with various requests.

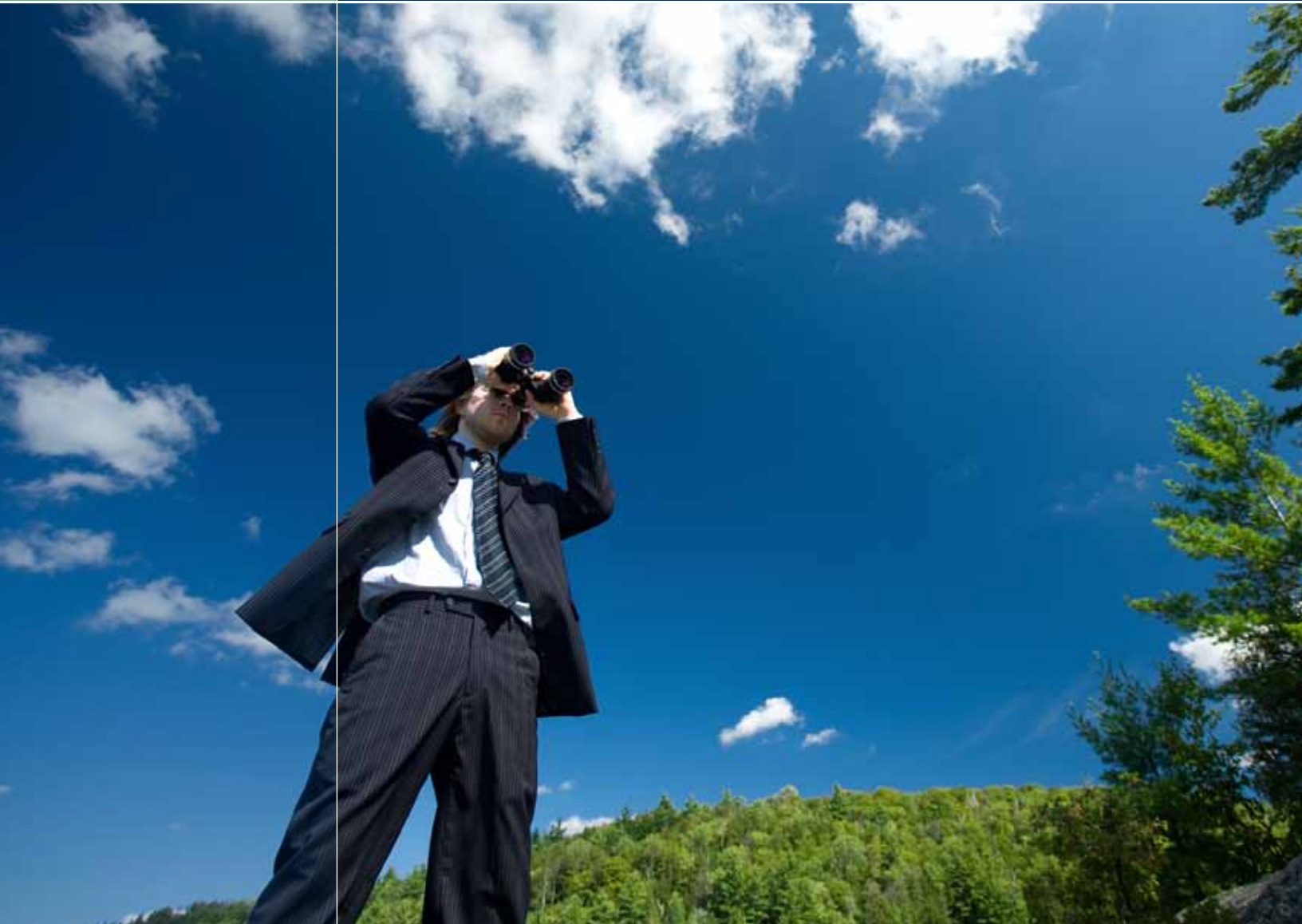
About Liberty Mutual Agency Corporation

Liberty Mutual Agency Corporation, a business unit of Liberty Mutual Group, offers personal and commercial insurance through independent agents throughout the United States. Commercial lines products are offered through eight regional companies and Liberty Agency Underwriters, which provides specialty commercial products, including excess casualty and program business. Personal lines products are offered nationally under the Safeco Insurance brand. Liberty Mutual Surety provides nationwide contract and commercial surety and fidelity bonds.

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Knowledge Leader



▶ The Institutes' proven knowledge helps individuals and organizations achieve measurable business results. Liberty Mutual Agency Corporation uses The Institutes' AAI courses within their Commercial Lines New Producer Development Program. **Learn what we can do for you at www.TheInstitutes.org.**