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Economical awarded for new broker-branded online model

Insurance on Demand equips brokers with revolutionary marketing, sales and comprehensive consumer self-service platform.

Waterloo, ON – Insurance-Canada.ca, the nation’s leading consumer-focused insurance website, recently named The Economical Insurance Group® (“Economical”) a *Technology Awards* winner in recognition of Economical’s leading edge Insurance on Demand, or IOD, online model.

Insurance-Canada’s Technology Awards, the ICTAs, is an annual awards program that recognizes insurers whose technological advancements in product and service delivery yield significant business impact to the companies’ core stakeholders.

Set apart from competitors’ online services requiring consumers to go directly to carrier websites, IOD is available from the broker’s own website, supporting the broker distribution channel and the broker’s brand. Through IOD, Economical enables brokers to offer comprehensive online services allowing consumers to obtain quotes from several competitive markets, purchase insurance and manage their insurance portfolio.

“As an independent broker,” said Gerry Baert, president of the Calgary-based brokerage BlueCircle Insurance Ltd., “I need an insurance partner like Economical to help me build my brand and my website delivery presence. This will be key to brokers’ success going forward, as consumer behaviour continues to evolve.”

The Economical Insurance Group’s Dave Crozier, senior vice president for operations, echoed Baert’s sentiment. “Brokers want innovative products that support their own marketing efforts, build their brand equity and bring a new level of convenience and sophistication to their valued clients.”

The Waterloo-based insurer is currently implementing IOD across Canada and continues to support and evolve this new initiative based on broker feedback.

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About The Economical Insurance Group

Founded in 1871, The Economical Insurance Group® (TEIG®) is one of Canada's leading property and casualty insurers, with \$4.6 billion in assets and a surplus exceeding \$1.2 billion. Canadian owned and operated, TEIG provides a wide range of insurance products throughout North America. TEIG Member Companies include Economical Mutual Insurance Company® (including Western General® Farm Division), Waterloo Insurance Company®, Perth Insurance Company®, The Missisquoi Insurance Company®, Federation Insurance Company of Canada™, Family Insurance Solutions and The Mattei Companies.