

# Broker Tip Sheet

## Program highlights

- my Driving Discount® is now available through the Intact Insurance App!
- The program rewards good driving behaviour by focusing on safe driving habits.
- Customers can save up to 30% off their car insurance premium with a personalized discount.
- The app records driving data which customers can view to help maintain or improve their safe driving habits, for a chance to save.
- The program is continuous, so customers have the opportunity to earn a personalized discount approximately every six months.

## How does selling my Driving Discount benefit me?

**Competitive advantage:** You can offer customers immediate savings with an enrolment discount and a chance to save up to 30% off their car insurance premium starting mid-term, with the chance to save again at renewal, and on a continuous basis.

**Can help improve loss ratio over time:** Our experience with UBI shows that the data collected is more powerful than any other rating variable used today, with a 50 point gap in the combined ratio between the best 30% and worst 30% of drivers enrolled. Good drivers who earn discounts are more likely to stay in the program, while drivers with poor driving habits who do not earn a discount may choose to shop, which can add segmentation value to your book of business.

**Engaged customers:** The program attracts people with good driving records who are comfortable using technology and interested in taking some control over their auto insurance premium by driving safely.

**Retention:** Our studies show that approximately 75% of customers can earn a personalized discount after the first data collection period. Once customers see how easy it is to drive safe and save, we believe they will want to maintain or improve their personalized driving discount on a continuous basis.

## How it works

- The customer is enrolled through a broker.
- The program is activated and accessed through the Intact Insurance App.
- Once the customer starts driving, the app assesses a number of factors related to safe driving, e.g.: hard braking events, rapid acceleration, time of day, distractions, speed and more.
- A discount is awarded, based on driving behaviour after each data collection period, which lasts approximately six months (180 days).
- Customers must drive a minimum of 1,000 km during each data collection period.

For more details, refer to the frequently asked questions document.

## Broker checklist

- ✓ Assess customer to ensure the program is the right fit
- ✓ Include the enrolment discount in the quote
- ✓ Explain the program benefits, how it works, discuss terms of use
- ✓ Obtain consent
- ✓ Reinforce the importance of downloading the app immediately

## Eligible customers

- ✓ Own an iPhone (iOS 10 or later) or Android (version 5 or later) and have a data plan
- ✓ Driver is principal operator
- ✓ Have a valid email address

## Key customer messages

**Safety:** The program rewards your good driving behaviour – the safer you drive, the more you can save!

**Savings:** You get a 5% enrolment discount for signing up and a personalized discount of up to 30% can be earned starting mid-term, based on your safe driving habits.

**Control:** You're in charge. You can maintain or improve your personalized discount every six months by driving safely.

**Convenience:** Access the program and more through the Intact Insurance App.

**Simplicity:** Once the program is set up on your smartphone, simply drive and the app will assess your driving behaviour using smart technology.

**Activate the program immediately** when you receive the Welcome email and text.

# Overcoming objections

● Broker

● Customer

A 5% discount isn't that much.

The 5% discount is just the beginning of your potential savings. You have the chance to earn up to 30% in just 6 months! Plus, you can continue to earn up to 30% after every data collection period (~6 months, 180 days).

**Note to brokers:** Our studies show that approximately 75% of customers can earn a personalized discount after the first data collection period!

Plus, customers will be able to follow the progress of their discount through the app, so they will have an idea of how they performed. And, if customers earn less than 5%, there is a smaller impact to their premium.

I'm afraid my premium will increase if I don't earn a discount.

Your premium will not increase as a result of the *my Driving Discount* program. However, the discount can vary (increase or decrease) or even be removed during the course of the policy term which can result in an amount due. As well, factors other than the program may affect the premium upon renewal.

I've had a competitive quote that is cheaper.

The competitor may seem cheaper initially, but *my Driving Discount* is a continuous program that offers the potential to earn a discount off your premium of up to 30% mid-term, and you can maintain or improve your discount again at renewal, and on an ongoing basis approximately every 180 days (six months), if you stay enrolled in the program.

I don't like that it's a continuous program.

The continuous model has added features that can benefit you, for example, you can earn your personalized discount in just six months, and you can maintain or improve it at renewal, six months later, and again approximately six months later and so on! So, you have control over your premium and savings as long as you participate in the program.

The program also promotes safer driving habits so you can track your progress over time, plus, it helps you to maintain safe driving habits which reduces the chance of a claim.

I don't want 'Big Brother' watching

Data will only be used for the purpose of the program. The collected data is required to determine the percentage discount (if any) that you are eligible for. The app will assess how you drive through your smartphone GPS, accelerometer and gyroscope, which can measure trip duration, hard braking or acceleration, speed, driving during riskier night hours, and whether you are distracted while driving. Collected data will not be used to cancel a policy, refuse or decline to renew a policy, or surcharge the premium.

I think the app will use too much of my data and battery.

*my Driving Discount* only consumes an average of 3% to 6% of a smartphone's battery life per hour. It uses between 30 and 60 MB of data per month, which is a very small fraction of the average data plan (1,000 – 2,000 MB or more per month).

I don't want another app on my phone.

The good thing about the *my Driving Discount* program, is that it's within the Intact Insurance App so you have everything in one place, including all of your insurance information from Intact Insurance, such as: policy documents, billing and claims status updates if you have a claim.

I don't trust organizations with my data

The Collected Data will only be used, collected and shared as permitted by, and strictly in accordance with, applicable laws.

The Collected Data will not be used to:

- refuse to cover you
- cancel your automobile insurance policy
- refuse to renew your automobile insurance policy or
- surcharge your premium (beyond removal or adjustment of any discount received through the Program).

For additional details on how your personal information is handled, please refer to the Privacy section in the Terms of Use.

I don't want someone listening to my phone calls.

Intact Insurance will never track or record your phone calls through the app. The only information received is used to detect whether you are using the phone while driving, which is considered a distraction.

What happens if I have an accident?

Accidents are not taken into consideration when calculating the personalized discount.