

**Save time and money, with no extra cost to your agency.
Provide superior customer service with one-click customer inquiry.**

All of this is possible with Westfield and Applied Transformation Station.

AVAILABLE TRANSACTIONS

With Westfield, you can perform these transactions through your management system, without having to remember your Westfield username and password:

- Personal lines quoting bridge*
- Policy inquiry and endorsements
- Billing inquiry
- Claims inquiry and loss runs
- Automated web site sign on

PERSONAL LINES QUOTING BRIDGE

- Transfer policy data from your management system to Westfield with the click of a button
- Retrieve quotes from multiple carriers at one time.
- Quote business in half the time it takes on a carrier's web site.
- Rate with multiple companies at one time to double and triple your time savings!

*Available in states with the WesCom personal lines system

GET A NON-EXPIRING USERNAME FOR REAL TIME

We now offer non-expiring usernames and passwords for use in Real Time transactions from your agency management system. This eliminates your need for a password when you enter Westfield's web site through your management system. To get a non-expiring username, please send a request by e-mail or fax and note that you are specifically requesting a non-expiring username for Real Time.

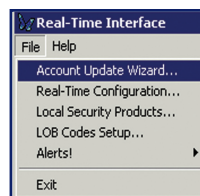
E-mail: agencyhelp@westfieldgrp.com
Fax: 330.887.7001

EASY SETUP INSTRUCTIONS

Follow these steps to set up Real Time transactions through Applied and Transformation Station (NOTE: in order to use Transformation Station, you must be on version 6.3 or higher of TAM or version 2.4 or higher of Vision, and you must be current on their Batchback support with Applied. Your version number is listed on the first screen you see when logging into TAM). **There is no extra charge to use this functionality!**

If you are new to Transformation Station, follow the setup instructions at: <http://www.appliedsystems.com/transformation/documents/InstallGuide.pdf>

If you already use Transformation Station and want to add Westfield to your list of Real Time carriers, simply run the Transformation Station Account Update by clicking File → Account Update Wizard via the Real Time Interface.

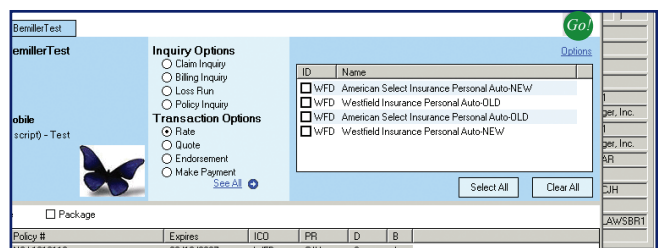


Westfield will appear as an unassigned carrier in the listing. Then, click the Find Code button, select the Westfield Insurance product and click OK. If Westfield does not appear in the list, send an e-mail to tsrequests@appliedsystems.com. Then, wait 1-2 business days and repeat the account update wizard process.

To setup your Westfield password, simply click File → Local Security Products. Then enter your username and password for each Westfield product in the list.

To use Westfield quoting functionality from within your Applied management system, simply open the customer you wish to rate, and click the Real Time Interface icon.

Choose the rate option, select the company or companies you wish to rate with, and click the green GO! button.



How your agency can benefit

"Our time savings is up to 50% per quote"

- Lisa Parry-Becker of Parry Insurance in Langhorne, PA

After an easy setup process, you can see what Lisa's talking about. Her agency uses Applied Transformation Station daily for inquiries and personal lines quoting. Read more about Lisa's success with Transformation Station. →

WHAT COULD YOUR AGENCY SAVE?

- Inquiry transactions through your Applied management system can cut the time it takes to perform your most common customer service tasks by over 75%!
- Using the personal lines quoting bridge, you can quote business in half the time it takes via a company web site.
- No need to re-enter data that is already in your management system.
- Rate with multiple carriers at once to multiply your time savings.
- Get the most functionality out of your investment in an Applied management system.

Check out the Applied/Transformation Station cost savings calculator on Agent's Web Passport to personalize the cost savings to your agency. Located under the Resources tab, click on "Applied Real Time Cost Savings Calculator." See the example below.

REAL TIME AND COST SAVINGS

- Lisa Parry-Becker of Parry Insurance in Langhorne, PA on inquiry:

"This used to be a three-step process that began when the client called the agency, the agent called the carrier and then returned the client call. We are now able to service most billing inquiries in a once and done manner. The effective use of this automation allows agencies to get back to the business of managing customer relationships."

Agency Information		Savings Per Month			
Full CSR cost/hr	\$26				
Inquiry Transactions per month/CSR	70				
Quote Transactions per month/CSR	50				
Average Inquiry time via company site	3 min				
Average Quote Time via company site	15 min				
Average Inquiry Time via TS	0.5 min				
Average Quote Time via TS	5 min				
Year One Planned Users					
Q1 Users	5				
Q2 Users	2				
Q3 Users	1				
Q4 Users	1				
Total Users	9				
Average Time/Money Savings per transaction					
Money	\$5.42				
Time	12.50 min				
		Users	\$ Savings	Time Savings (hrs)	
		Jan	2	\$1,083	42
		Feb	3	\$2,167	83
		Mar	5	\$3,250	125
		Apr	6	\$3,683	142
		May	6	\$4,117	158
		Jun	7	\$4,550	175
		Jul	7	\$4,767	183
		Aug	8	\$4,983	192
		Sept	8	\$5,200	200
		Oct	8	\$5,417	208
		Nov	9	\$5,633	217
		Dec	9	\$5,850	225
		Totals	\$50,700	1,950	

