

SMALL BUSINESS INSURANCE 2.0

BLUE ZEBRA'S LATEST INITIATIVE

Since the formation of Blue Zebra in 2017, we have been working closely with brokers to design and build market leading core products, supported by a Policy Administration technology platform that reduces the administrative burden and releases brokers to perform the key function of their role - to provide advice to their customers.

Our innovative SME (Small & Medium sized Enterprises) Business Insurance solution was launched in late 2020, following the introduction of the Personal Lines and Commercial Motor products. The continued growth of our SME portfolio is strategically important in order to maintain a diversified, sustainable and balanced market presence, as a number of larger insurers push into offering direct SME products. In order to support this growth, we have recently rebuilt our award-winning quote portal, based on continuous broker feedback and extensive quote data collected and analysed since launch.



**BLUE
ZEBRA**
INSURANCE

KEY FEATURES

The newest version of our SME quote portal includes the following new key features :

- 1. Creation of more descriptive occupations and the ability to add multiple occupations for the same business.**
Small businesses are diverse, so our more extensive occupation selection capability will enable brokers to complete a quote more quickly and accurately, without forcing a referral to ensure acceptance.
- 2. Complete revision of question set and referral rules.**
In an endeavour to introduce even more automated underwriting for our SME product, Blue Zebra has reviewed all historical referral data, to adjust or eliminate the key underwriting questions that have generated manual referrals. The first phase of this review has been completed, with further improvements to be progressively implemented.
- 3. More intuitive and meaningful question sets for key market segments to represent the latest risk exposures.**
Small businesses are constantly evolving to meet the dynamic changes to environmental, competitive, economic and health exposures. Our question sets are regularly reviewed and are designed to better understand these exposures. Where we are unable to source third party data to fulfill our underwriting needs, we will ask a meaningful underwriting question, only for those industries where necessary.
- 4. New quote pathway for the property owner segment.**
Ability to specify Residential and Vacant tenancies, as well as disclose the nature of each Commercial tenancy.

IMPROVEMENTS FROM ZEBRA LOUNGE 1.0

OTHER FEATURES	BENEFIT
New Navigation Bar Navigate via the progress bar and/or NEXT buttons	Quicker and easier navigation without any data re-entry
More functional and intuitive UI Removal of "Confirm"/"Calculate" buttons on each screen	Faster completion of quotes
Refined underwriting questions Streamlined and simplified underwriting questions and rules that trigger referrals	Fewer referrals
Improved location selection options	Ability to disclose if the business is above ground or enclosed within a shopping centre
Ability to select multiple construction materials	More accurate selection of mixed construction materials Less broker referrals to clarify construction materials
Ability to specify insured items (Property Protection / Portable Property / Theft)	Less broker referrals to specify insured items eg : <ul style="list-style-type: none">• Specify multiple individual items within same Portable Property category eg tools• Specify Tobacco / Alcohol under Theft section
Ability to remove "Glass" cover from Property Protection section where not required	More tailored cover options available



FREQUENTLY ASKED QUESTIONS

QUESTION	ANSWER
Will I need to do anything new to connect to the upgraded SME platform?	No - You will be directed to the new SME portal via the Zebra Lounge landing page. This will also happen for every other BZI product as they are progressively migrated onto the new platform.
Is the new system easy to navigate?	Yes - The redesign has been informed by broker feedback and is an even more intuitive and user friendly version. We have retained the most valuable features from the retired system whilst introducing new functionality that brokers have asked for to support our mandate to make it even quicker and easier for brokers to work with us.
Are there any changes to the SME Business Insurance PDS?	Yes - The wording is periodically reviewed to ensure competitiveness. There have been enhancements to the PDS to support new occupations, for example, Motor Trades.
Why did Blue Zebra create more descriptive occupations to choose from?	We believe this will enable brokers to select more accurate and refined descriptions and thus avoid unnecessary referrals .
Why does Blue Zebra allow for multiple occupation selection for the same business?	No two SME businesses are the same, with many conducting more than one activity. By allowing brokers to add multiple business activities, we can offer more refined terms that better represents the full exposure and reduce unnecessary referrals .
How will I know if the occupation is acceptable to Blue Zebra?	Unless specified within the business description, we will only present occupations that are currently acceptable to quote , to provide clarity of our risk appetite. This allows for brokers to immediately abandon a quote attempt should there not be a relevant selection available.
Are there any changes to quoting Property Owner risks?	We have designed the ability to easily specify any combination of Commercial / Residential / Vacant tenancies. A maximum of 10 tenancies can be entered for underwriting review and the occupancy of each will contribute to the underwriting acceptance decision and rating methodology. This enhancement will enable less broker referrals to disclose the nature of all the tenancies.
Are there now more questions to answer in the quoting process?	In a word, no! In fact, there are now fewer questions in the quote process. The more detailed occupation descriptions have removed all the business clarification questions, whilst any new questions have been introduced to automate the underwriting and rating decision wherever possible. The ultimate outcome is a large reduction in system generated referrals leading to more immediate decision making.
Are there any new occupations to select from?	Yes - The core industries available for selection remain as per the retired system, and these have now been expanded to provide more descriptive selections to choose from. There are a number of new occupations now available based on quote analysis and broker feedback. Based on review of Australian Business count, we believe we have now have a solution catering for up to 80% of SMEs depending on underwriting criteria.
Will there be any more changes to the system in the future?	Of course – that's what sets BZI apart from our competitors! We already have a number of additional system enhancements in the pipeline for future releases, based on broker feedback and our continuous drive to improve efficiency. Any suggestions or feedback can be channeled through your Regional Manager for assessment and genuine consideration
Can I still refer queries on quotes and policies?	Yes , you can still refer quotes and policies for review as you do now to the Underwriting Team from within the quote.
Where do I get help?	For all enquiries, please contact your dedicated Regional Manager or the Blue Zebra Underwriting team at underwriting@bzi.com.au .

www.bzi.com.au

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