

SPC-COMPLEMENTARY DISTRIBUTION

SMALL BUSINESSES

(1)

(2)

(3)

(4)

Service Center

S.C. WEBSITE

- New Business
- Point of Sale (POS)
- 1-800#
- E-Services
- Hotlinks: Strategic Partners
- Lead Generator
- Advertising

STRATEGIC ALLIANCES

- Financial Institutions
- Internet Alliances
- Exchanges
- Auto Writers
- Franchises
- Program Business
- Affinity Groups (Gen.)

INDEPENDENT AGENTS

- Online Small agencies
- Traditional Book referrals
- Bank Business referrals
- Affinity Group Bus. referrals

CD CHANNELS (4):

CUSTOMER SERVICE CENTER (1-800#)

- New Business
- Renewal Business
- Manage Customer contact
- Evaluate Risks
- Process Risks
- Process Policy Changes

- Customer Service
- Produce Billing?
- Process Claims (F/N)
- Produce Reports