

Nsure CEO: Many Carriers Have Cumbersome Online Quoting, Binding Processes

BOCA RATON, Fla. - Consumers are growing more comfortable with buying insurance online but too many carriers still have cumbersome quoting and binding processes, according to Nsure co-founder and Chief Executive Officer Wojtek Gudaszewski.

Carriers ask a lot of unnecessary questions and make it difficult for insureds to compare levels of coverage, he told Best's News Service. Gudaszewski thinks as much as 70% of personal lines could migrate to digital sales within 10 to 15 years.

While Nsure is a digital agency, co-founder and Chief Technology Officer Kuba Skalbania said the best companies in the industry blend technology with existing systems. For instance, he thinks policyholder-submitted photos can speed up the claims process, but said it's often still difficult to accurately assess repair costs.

Skalbania said he's sensitive to growing privacy concerns, noting Nsure doesn't sell customer data. Working with the digital agency instead of an aggregator wards off a rash of sales emails or calls, he added.

Nsure provides personal automobile services but is marketing and focusing on homeowners due to customer acquisition costs, said Skalbania. He previously owned a large IT company and was recruited to start Nsure with Gudaszewski and Chief Operating Officer Adrian Dzielnicki, who were financial industry executives in Poland before immigrating to the United States.

"When we bought our first properties, insurance was an extremely frustrating and difficult product to purchase," because of differences in conditions and the work required to compare prices, Gudaszewski said.

Nsure launched in Florida, where shoppers get nine quotes on a single page — three each at "basic," "best value" and "expanded" levels — after entering an address and answering a few questions. Consumers may change coverage levels to see how it impacts premiums.

The agency distributes product for 25 insurers and plans to expand to Texas and California within a few quarters and nationally in two years, said Gudaszewski. Like other insurtech companies, Nsure has licensed agents to answer questions.

The agency routinely arranges wind mitigation reports for Florida homes, which cost about \$100 but can cut an annual premium in half, the CEO said. It also distributes flood insurance and arranges inspections verifying the absence of prior water damage.

“People love shopping on Amazon. We’re implementing technology in a way that makes people like shopping online for insurance as well. We’re are looking long-term as where we believe the market will go,” Gudaszewski said.

On its website Nsure says it “takes the hassle out of buying insurance.”

Insurers are exploring and establishing direct-to-consumer distribution channels as other industries increasingly leverage DTC strategies to gain greater market traction and raise the bar for consumer expectations, according to a Best’s Special Report, “DTC: Expanding Distribution and Seeking Opportunities” (Best’s News Service, June 21, 2019).

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