

E-COMMERCE QUESTIONNAIRE
E-commerce Implementation Meeting
Baltimore, Maryland
August 29 and 30, 2000

Please respond to the following questions. There are no right or wrong answers. Answers to the questions will be discussed during the panel session.

1) What is the most important reason for an insurance firm to consider when creating an on-line business presence?

- A. It is an important tool to build consumer interest and advertise.
- B. Consumers expect an on-line presence.
- C. It is necessary to increase sales by selling directly to a new customer.
- D. It allows existing customers access to more information about the firm's products and services.

2) How frequently should a firm review and redo its on-line business plan?

- A. Twice a year.
- B. Every six weeks.
- C. Whenever it feels like it.
- D. Weekly.

3) How big a factor in the success of E-commerce is a firm's business reputation?

- A. Critical--the consumer must trust the firm to do business with it.
- B. It doesn't matter--E-commerce is based on price only.
- C. Name recognition is what is important--no one cares about reputation.
- D. So-so. Not that many people will bother to check.

4) What percentage of insurance companies today offers on-line policy issuance or maintenance?

- A. 50%.
- B. Hardly any.
- C. Nearly 75%.
- D. 20%.

5) How many consumers who visit the Web will become customers?

- A. 25%.
- B. Less than 2%.
- C. More than 50%.
- D. 5%.

6) When someone is seeking a quote for crop insurance, would they most likely go to a:

- A. Company Site.
- B. Agent's Site.
- C. Relationship Site (trade organization or RMA).
- D. Insurance Mall Site.

7) How many Web sites are there currently on the Internet?

- A. 37 million.
- B. 12 million.
- C. 200,000.
- D. 3.8 million.

8) The most productive use of a firm's Web site would be:

- A. To give information to the general public.
- B. To sell more products to existing customers.
- C. To sell products to new customers.
- D. To interact with existing client base.

9) What is the number one desire of agents with regard to the Internet relationship with their insurance carriers?

- A. Claim functions.
- B. Policy issuance.
- C. Quotations.
- D. Electronic interface.

10) What is the most common barrier for small businesses in the adoption of E-commerce?

- A. The equipment.
- B. The cost.
- C. Knowledge of staff.
- D. Understanding the Internet.