



Insurance Institute

NEWS RELEASE

For immediate release

Well educated insurance people deliver better customer service, say Canadians

(TORONTO) February 5, 2013 – No more pencils and no more books may feel great to graduating students, but a recent poll has found they may need to hang on to them after all. Continuing to keep up with professional education even after formal schooling helps people achieve successful careers, according to the poll conducted by Leger Marketing on behalf of the Insurance Institute.

The poll revealed that 91 per cent of Canadians believe people who take courses related to their profession are more likely to have greater job success. This carries over to the property and casualty insurance industry where 88 per cent of respondents said it is important to them that their insurance professional takes regular courses related to their profession – and 87 per cent said they feel more confident they are adequately covered if their insurance professional has education credentials.

"Professional education not only helps to elevate people in their careers, but it also means that clients feel comfortable they are getting the appropriate product and service to meet their needs," said Insurance Institute President and CEO, Peter Hohman. "Our students tell us that keeping up with insurance education helps them to stay on top of the trends in the industry."

From February 25 to March 1, the annual National Education Week for insurance professionals will be rolled out across the country at 19 local Insurance Institutes. Linked to the theme of *Elevate. Educate. Celebrate.*, events are planned to mark the importance of taking professional development courses for those who work in the industry.

"In 2012, over 16,000 people were registered in the Chartered Insurance Professional (CIP) designation program at the Insurance Institute. The CIP program gives insurance professionals, including brokers, the essential knowledge and tools they need to provide Canadians with a quality insurance experience," said Mr. Hohman. "National Education week is designed to celebrate this commitment of our profession to staying informed, educated and dedicated to service excellence."

Property and casualty insurer Aviva Canada Inc. knows the value educated insurance professionals bring to their customer experience: "At Aviva, we encourage our employees to make professional development a priority because their elevated

knowledge provides greater value and peace of mind for our customers,” said President and CEO of Aviva Canada Inc. and Insurance Institute chair of the Board of Governors, Maurice Tulloch.

Other results of the survey:

- Most Canadians (81 per cent) would be less inclined to give their business to an insurance professional who does not maintain their education
- Nine out of ten of Canadians with property and/or casualty insurance say they would better trust an insurance professional with up-to-date credentials
- 82 per cent of respondents agreed that an insurance professional who has received an education designation in their field is more likely to give a comprehensive and qualified quote for an insurance policy

A survey of 1,502 Canadians was completed online between October 22, 2012 and October 24, 2012.

About the Insurance Institute

The Insurance Institute is the premier source of professional education and career development for the country’s property and casualty insurance industry. Established in 1899, the Institute is a not-for-profit organization serving more than 38,000 members across Canada through 19 volunteer-driven provincial Institutes and chapters. It sets professional standards for the industry through education programs leading to a range of designations, including the internationally recognized Chartered Insurance Professional (CIP) and Fellow Chartered Insurance Professional (FCIP).