

Operational & Technological Challenges in E-Commerce

Presentation by Insured Retirement Institute (IRI)



Introductions

Today's Presenters



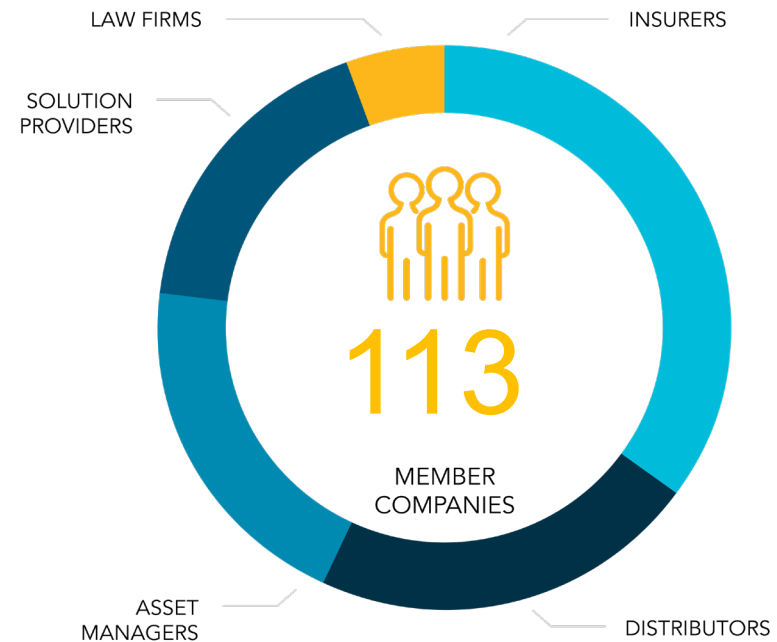
Sarah Wood,
Director of State
Policy and Regulatory
Affairs



Bryan Harmelink,
Operations &
Technology Manager

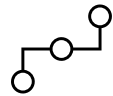
IRI At-a-Glance

*The leading association for the entire supply chain
of insured retirement strategies*



The Benefits of Implementing E-Solutions

For consumers >



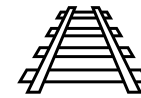
Secure, efficient and easy-to-use methods to purchase and service insured retirement products

For regulators >



Provide regulators a robust model of traceability

For industry >



Clear audit trail to prevent and detect fraud

IRI's Operations & Technology Committee Work

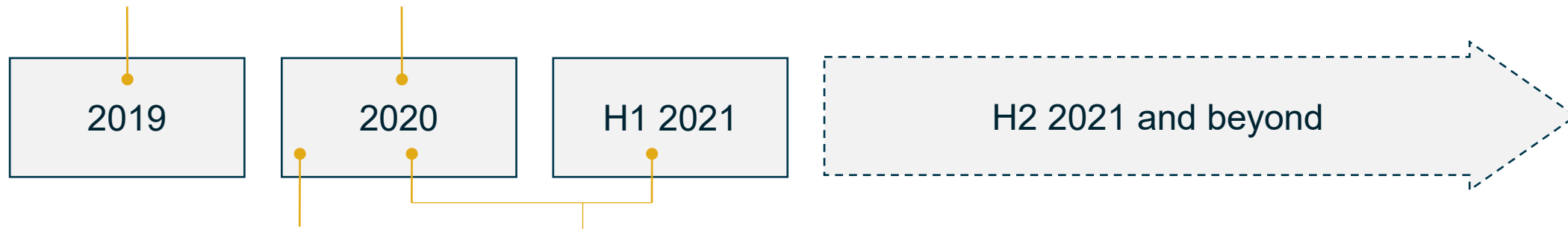
2020 challenges prove to be a catalyst for action in e-Signature and e-Delivery adoption

Executive Sponsorship

IRI launches board working group to give executive-level leadership to digital objectives

COVID-19

In the second quarter of 2020, a global pandemic necessitates immediate need for remote ways of transacting business



Guiding Principles

In the opening months of 2020, the IRI board unanimously approves commitments to digital solution implementation and adoption

Rapid Response

IRI works with members and regulators across the year to address barriers and move results forward

Results: eSignature utilization increased 15% Q2 over Q1 2021

Industry Commitments

- **Distributors:** increase eSignature availability on application order entry platforms 167% by 2022
- **Insurers:** increase eDelivery consumer availability 105% by 2022

The Path Forward

Customer Perception

- ✓ eSolutions such as eDelivery and eSignature have been available for more than 20 years
- ✓ Consumers have come to expect these technologies to be part of their customer experience

Current Impediments

- ✗ Some states require cumbersome or manual steps that lead to adoption roadblocks
- ✗ Perceived regulatory limitations may create an overly-cautious approach to adoption and use
- ✗ The expiration of temporary accommodations will create a patch work of requirements and inconsistencies

How Can the NAIC Help?

- 1 **Address “quick wins,”** such as encouraging permanent adoption of temporary accommodations made during the pandemic
- 2 As specific issues are identified, address them through **regulatory change and/or guidance.**
- 3 **Model guidance or model bulletin**