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CAA Insurance Implements RMS iClarify Services

Matthew Turack, Director, Product, Pricing and Risk Management, CAA Insurance and Michael Willms, Senior Vice President, Sales, SCM Risk Management Services

Toronto, ON --- CAA Insurance (Ontario) and SCM Risk Management Services (RMS) are pleased to announce the successful implementation of iClarify property intelligence services for CAA Insurance agents and call centres servicing Ontario and Atlantic Canada. iClarify provides a unique combination of data, geo-coded imagery and valuation services to streamline the new policy quoting process. The service improves accuracy and dramatically reduces the time necessary to complete a property quote for the insured.

"We are very excited to have been chosen to work with CAA and to deliver iClarify services into the direct writer, agency, call centre insurance distribution channel," stated Greg McCutcheon, President of SCM Risk Management Services, "It is truly fantastic to witness the time reduction and improved accuracy that iClarify services deliver at point of sale."

The iClarify point of sale application utilizes leading edge technology to retrieve street level and satellite imagery along with information on 14 critical dwelling data elements in real time. "iClarify has provided CAA Insurance with state of the art technology that leverages a wide range of data combined with insurance-specific inspection experience," stated Matthew Turack, Director, Product, Pricing and Risk Management, CAA Insurance, "This synergy has resulted in increased frontline production and heightened customer experience."

The service accesses proprietary and public databases containing millions of records to provide actionable intelligence to drive efficiencies and assist agents in more accurately quoting on a risk. This

includes the largest repositories of total loss claims and inspection data nation-wide along with imagery from iLOOKABOUT, Canada's largest database of accurate residential photographs.

About SCM Risk Management Services

SCM Risk Management Services Inc. is Canada's largest and leading edge provider of inspection, loss control, appraisal/valuation services, risk management and other specialized risk consulting solutions. They are part of SCM Insurance Services, the largest privately-owned provider of claims management, risk management and related services in Canada.

For more information about RMS, please visit: www.scm-rms.ca

For more details on iClarify, please contact:

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About CAA Insurance Company

CAA Insurance Company has been protecting CAA Members since 1974. Our comprehensive auto and property products are tailored to our Members' individual needs. Members are entitled to exclusive discounts and receive the security and reliability they have grown accustomed to, and have counted on for years. We're more than Roadside Assistance. We're Life-side Assistance™.