



2018 ACSR of the Year
**ACSR Award Program Entry
Packet**



Submission Deadline
Monday April 9, 2018



What is the Accredited Customer Service Representative (ACSR) Award Program?

The Independent Insurance Agents of Maryland will continue the ACSR of the Year, originally part of IIABA's Education program until the ACSR program was sold to the Institutes in 2010. IIA Maryland became the sponsor of the Maryland Award in 2011.

Providing and delivering superior customer service is one of the most important things that any agency can do to enhance its value to customers. The recipient of this prestigious award will be announced IIA Maryland's Installation Dinner on **Friday June 15, 2018**.

Benefits of the Award Program

- State Recognition for CSR and Agency
- Pride and Prestige
- \$500 Monetary Award for CSR
- Engraved Plaque Commemorating CSR Achievements

Eligibility Requirements for the Prestigious Title

- The candidate must have successfully completed the requirements necessary to earn the prestigious Accredited Customer Service Representative (ACSR) designation.

Dates and Deadlines

Entry deadline: Monday, April 9, 2018 to be eligible for the judging, no exceptions.

Public Announcement of Award Recipient: Friday, June 15, 2018.

How to submit an entry?

All pertinent documents must accompany the entry form.

Please submit the following:

1. ACSR Entry Form
2. Two letters of recommendation (including one from an agency principal).
3. A digital/typed essay in 1,000 words or less using the criteria in section 5 of the application.

NOTE: The more information that is provided, the easier it is for the judges to evaluate the submission.

Please send complete entry form to:

Rebekah Langford, ACSR, AAI, AINS, AIS, Education Director
The Independent Insurance Agents of Maryland, Inc.
2408 Peppermill Drive, Suite A
Glen Burnie, MD. 21061

OR email to rebekah@iiamd.org

For more information about the ACSR of the Year competition, please contact IIAM's Education Department at rebekah@iiamd.org or call Rebekah at 410-766-0600.

2018 ACSR OF THE YEAR APPLICATION FORM

Please submit your completed application form and attach two letters of recommendation.

PROFILE INFORMATION

Name: _____

Title: _____

Business Name: _____

Business Street Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____ Business Fax: _____

Business Email: _____

Home Address: _____

City: _____ State: _____ Zip Code: _____

Home Phone: _____

PROFESSIONAL EXPERIENCE

Number of years with present independent agency: _____

Number of years in the Insurance Profession: _____

SECTION 1 – Letters of Recommendation (10% of score)

Please include two (2) letters of recommendation with your completed application form. One must be from your current agency principal.

SECTION 2 – Educational Achievements (10% of score)

1. ACSR Designations Earned

Personal Lines _____ Yr. _____

Commercial Lines _____ Yr. _____

Life/Health _____ Yr. _____

2. Continuing Education within the Field of Insurance

Please enter the number of Continuing Education Hours (CE Hours) or Continuing Education Units (CEU) earned during your last two years licensing cycle. # of CE Hours _____

SECTION 3 – Work Related Activities (20% of score)

1. Please briefly describe your present job responsibilities at your place of employment.

2. Since earning your ACSR designation, how have your job responsibilities changed?

3. Have you received any special honors for outstanding performance from your employer, a customer, or other insurance-related organization in the past three years? Yes _____ No _____

If yes, please describe the reason(s) you were honored:

SECTION 4 – Customer Service Activities (30% of score)

Please provide an example of one action you have taken in each of the following categories:

Exceptional Service: _____

Retention of Business: _____

Technical Expertise: _____

Account Rounding: _____

Company Relations: _____

SECTION 5 – Essay Question (30% of score)

Choose one of the following topics and use a separate sheet of paper for your answer:

1. In 1000 words or less, describe how your ACSR studies have been beneficial in changing your procedures as well as that of the agency to make it more profitable and reduce potential errors, thus reducing E&O losses?

2. In 1000 words or less describe how has earning the ACSR designation advanced you along your career path?
3. Make a video. If someone was trying to determine what would be their best option to learn and they were relatively new to the industry (less than three years), sell them the ACSR program. Why would it be to their benefit?
4. Develop a full page ad for the ACSR program. The ad must be original and will be used as part of IIAM's Education Program.

Thank you for your participation in this prestigious award program and good luck!