E-TRADING SURVEY

WHAT E-TRADING PLATFORMS DO WELL, ACCORDING TO BROKERS

Service dimension	Rank	Score (out of five)
Speed of access to quotes	1	3.83
Clarity of cover (availability of documents and information)	2	3.70
Price competitiveness	3	3.68
Overall user interface (how easy is it to use and navigate?)	4=	3.60
Question set and wording?	4=	3.60
Numbers of questions asked	5	3.56
Ease of processing MTAs and renewals	6	3.55
Quotability (proportion of risks accepted online without decline/refer)	7	3.50
Ease of access to broader product range	8	3.49
Ability to generate and compare multiple quotes	9	3.48
Help functionality/tools to help navigate the process	10	3.47
Fast tracked referral process (getting hold of an underwriter to deal with a referral)	11	3.44
Method of communication/referral available	12	3.40