

NOVARICA ACERANKING

CASTLEBAY CONSULTING: SERVICES

Novarica Average Customer Experience (ACE) Ranking Report
May 2009



Novarica Average Customer Experience (ACE) Rankings are based on an online survey of senior technology and operational executives at five insurer clients who have direct experience with the vendor product and organization.

Novarica validates the identity and responses of the participants, who are assured of anonymity.

The Novarica ACE Ranking survey asks for the reference to rank his or her experience with the vendor and solution on a 7-point scale from “Completely Agree” to “Completely Disagree” against various positive statements about customer experience, for example “Staff is highly responsive.”

These statements are grouped into Novarica’s four **SOFT** areas (Staff, Organization, Functionality, and Technology) as well as an additional area for Overall Customer Satisfaction, which is double-weighted in the average.

Novarica ACE Rankings are produced independently and are not sponsored by the vendor. Novarica offers vendors the opportunity to direct clients to the survey and also solicits participation directly from its own network of insurer contacts.

The Novarica ACE Ranking is intended to provide an objective measurement of customer satisfaction levels in general, and is intended to be used to guide insurers’ own due diligence processes when evaluating potential solution providers. **It is not a substitute for conducting reference interviews or visits prior to selecting a solution.**

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ABOUT THE VENDOR AND SOLUTION

CastleBay Consulting Corporation is an Austin-based provider of operations and technology consulting services to the Canadian and U.S. property & casualty insurance industries, founded in 1998. Areas of focus include business process redesign, integration support, replacement of legacy systems, software evaluation and acquisition strategies and software selection. The company founders have an average of 25 years of experience in insurance, either as employees of insurance companies or with consulting firms. Publicly-announced clients include California Dental Association, Interboro Insurance, Main Street America Insurance Group, National Grange Mutual and Penn National.

ABOUT THE RESPONDENTS

Reference Title	Company Type	Areas Where Services Are Used	Years
IT Director	Midsized P/C Insurer	Information technology, commercial lines product and underwriting	6
Vice President Accounting & Financial Reporting	Midsized P/C Insurer	Finance – billing system	2.5
Vendor Acquisition	Large P/C Insurer	Claims, underwriting	3
Director Projects and Planning	Midsized P/C Insurer	Underwriting	3
Director	Small P/C Insurer	Business partner assessment & selection for IT, software (claims, billing and underwriting)	2

STAFF

Staff	Avg. Ranking
Senior business staff is very knowledgeable about the industry	97
...very knowledgeable about relevant technology and applications	97
...very knowledgeable about my needs and situation	91
...is highly responsive to my needs	89
Junior staff is very knowledgeable about the industry	93
...very knowledgeable about relevant technology and applications	89
...very knowledgeable about my needs and situation	89
...is highly responsive to my needs	93
Overall Staff Average	92

ORGANIZATION

Organization	Avg. Ranking
Service provider consistently made appropriate resources available during implementation	97
Service provider has strong project management practices	97
Service provider aligns its business interests with mine	94
Service provider provides effective training and documentation to my business and technical staff	86
Service provider has my business success as a top priority	91
Service provider is reasonable about contract negotiations and similar issues	89
I have great faith in service provider's senior management and overall vision	94
Overall Organization Average	93

FUNCTIONALITY

Functionality	Avg. Ranking
System(s) or solution(s) are well-liked by business users	89
System(s) or solution(s) have significantly enhanced productivity	89
System(s) or solution(s) deliver the promised functionality	93
System(s) or solution(s) are effectively integrated into our overall infrastructure	93
System(s) or solution(s) are elegant solutions to our business problem	89
Overall Functionality Average	91

TECHNOLOGY

Technology	Avg. Ranking
Provider uses technology that fits our current architecture well	86
Provider uses technology that fits our long-term technology vision	86
Provider has a deep understanding of relevant technologies	97
Provider brings unique technological expertise	86
Overall Technology Average	89

OVERALL CUSTOMER SATISFACTION

Overall Customer Satisfaction	Avg. Ranking
We have had no significant performance issues with the system(s) built, implemented, or maintained by service provider	86
We have had no significant service issues with this service provider	97
We have had no significant contractual issues with this service provider	100
This service provider offered great value for the price paid	94
I would highly recommend this service provider to a peer	97
I would definitely hire this service provider again	97
Overall Customer Satisfaction Average	95

ADDITIONAL CLIENT COMMENTS

The senior level staff was extremely knowledgeable about the industry and had the ability to work with all levels of our organization. He was a true professional.

We have continued our relationship with the service provider as a result of their commitment to the success of our large initiative.

The staff was hired to be a project leader for the business. He was very knowledgeable with the technology which was an added bonus because we were only seeking industry experience.

ABOUT NOVARICA

Novarica provides information, insights, and perspective on markets, operations, and technology to financial services and insurance executives and project teams. The company delivers its service through published research, retained advisory services, and project-based consulting. Novarica's research includes market and trend analyses, best practices research, case studies, and independent analyses of insurance software vendors. Novarica draws its knowledge from the personal experience of its principals, the ongoing information gathering initiatives of dedicated research staff, and regular communication with insurer executives through informal networks and through the Novarica Insurance Technology Research Council. More information is available online at www.novarica.com

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