SERFF Product Steering Committee Meeting

Wednesday, February 16

NAIC
NATIONAL ASSOCIATION OF
INSURANCE COMMISSIONERS

Table of Contents

Roll Call

- Roll was called for current PSC members

- Interested parties who wish their attendance to be recorded can email lbandle@naic.org

7.64 Release – 2/24

- Correspondence UI
  - The top action bar has been fixed outside of the scroll for amendment letters and response letters
- Unified Rate Review Template
  - This release includes part of the URRT enhancements. These enhancements will not display for users until entire feature is released later in Q1 2022.

SERFF Modernization Update

- Fiscal approved by membership (covers 2022 funding)
- Agreements with vendor partner, PwC, under review by both parties
- Project on track to start in March
- Key activities in Q1 & Q2:
  - Project inception and onboarding
  - Planning, design and construction for improvements to legacy system Search function – TBD on production releases
  - Planning, design and construction for IIPRC module of future system: work on users, instances, companies, contacts, filing rules, Compact registration and creation of draft filings to Compact – unlikely to have production releases in 2022
  - Ongoing outreach and communication to SERFF users and stakeholders, including an informational website that will hopefully be launched by the end of the month.
  - Sessions at NAIC Spring National Meeting in Kansas City (April 5-8)

SERFF Modernization Engagement Activity

- Used online tool – Menti
- About 70 PSC attendees participated
- Main topics covered: SERFF Onboarding Training and Help Resources
- Questions from the activity are on the next pages (7-9)
- Results from the Menti activity start on page 12
- **If you were not able to participate in the activity or would like to expand on your answers, feel free to email responses to the questions to Lauren (lbandle@naic.org) and Bridget (bkieras@naic.org)**

Engagement Activity Questions:
Participant Demographics

Topic Description:

- We want to get a baseline for who is participating in the activity so we can use that information in our analysis of the responses.

Questions:

- What type of user are you? (state, industry, other)
- How often do you use SERFF? (daily, weekly, etc.)

Engagement Activity Questions:
Current Learning Questions

Topic Description:

- When we say SERFF learning, we are talking about the initial onboarding training and the online SERFF help resources.
- The current initial onboarding training is provided for new SERFF instances and includes a long video tutorial and a quiz.
- The online SERFF help resources include video tutorials, user manuals, and other resources

Questions:

1. How recently have you or a member of your team gone through the initial onboarding training or used the online help resources? (within the last month, 2-6 months, 7-12 months, 1-2 years, 3-5 years, 5+ years)
2. What do you like about the current model used for learning?
3. What do you dislike about the current model used for learning?
4. On a scale of 1-10, how effective is the current initial onboarding training?
5. What content would you like to see added to the initial onboarding training?
6. On a scale of 1-10, how effective are the current online help resources?
7. What content would you like to see added to the online help resources?

Engagement Activity Questions:
Learning Delivery Questions

Topic Description:

- We understand that everyone learns in different ways.
- We want to provide SERFF learning resources in a way that is most beneficial for users.

Questions:

1. Please rank the following learning methods based on how you like to learn with 1 being the most liked.
   a. Watching a video
   b. Reading a manual or other documentation
   c. Attending a training session
   d. Other (please provide details if you have a specific learning method in mind)
2. What suggestions do you have on how the learning materials are presented or types of learning that are available?
3. Would you prefer to take initial training beforehand, or would you prefer training on-demand? Or do you have no preference?
4. What are some examples of other tools, applications, websites, etc. that have learning resources you found useful or valuable?
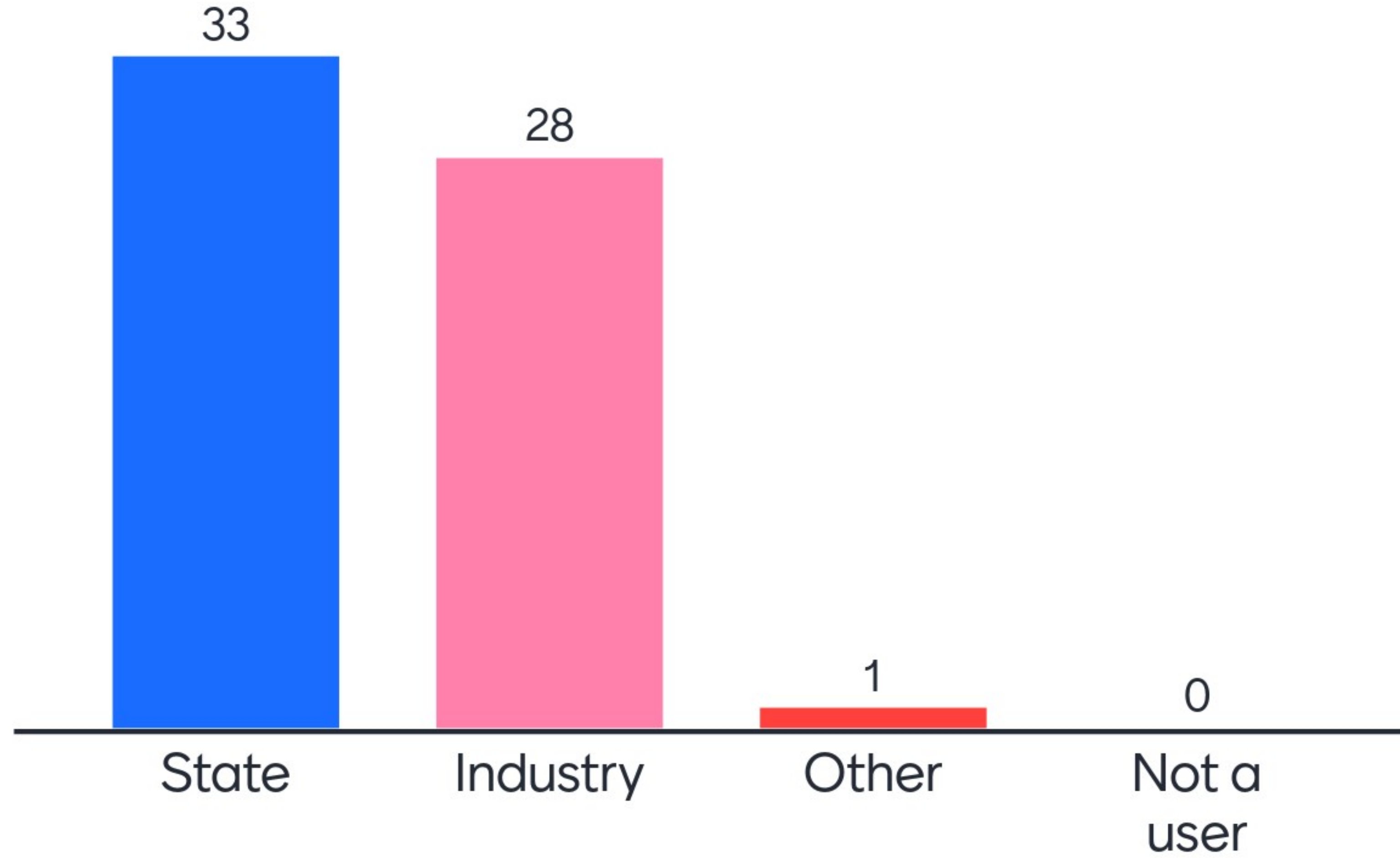
Q&A

- Q: How do we join a focus group?
  - A: For state users, we are working with the states to make sure that all states that want to participate can. For industry users, we will be putting together a survey for users who want to participate to indicate which topics they are interested in. We will then be able to use those survey results to help fill the focus groups as we need them. That survey will probably be included in the March meeting.

- Q: Are there plans to send out refresher e-mails on what SERFF learning is available?
  - A: This is a good suggestion that we will add to the Modernization feature wishlist.
- Q: I was not aware of any "onboarding" training, where is this available?
  - A: The current initial onboarding training is focused on new instances rather than new users for existing instances. We will take this as a discussion item for something that could be improved in the Modernization, so we are providing effective onboarding training.

2022 Call Dates –
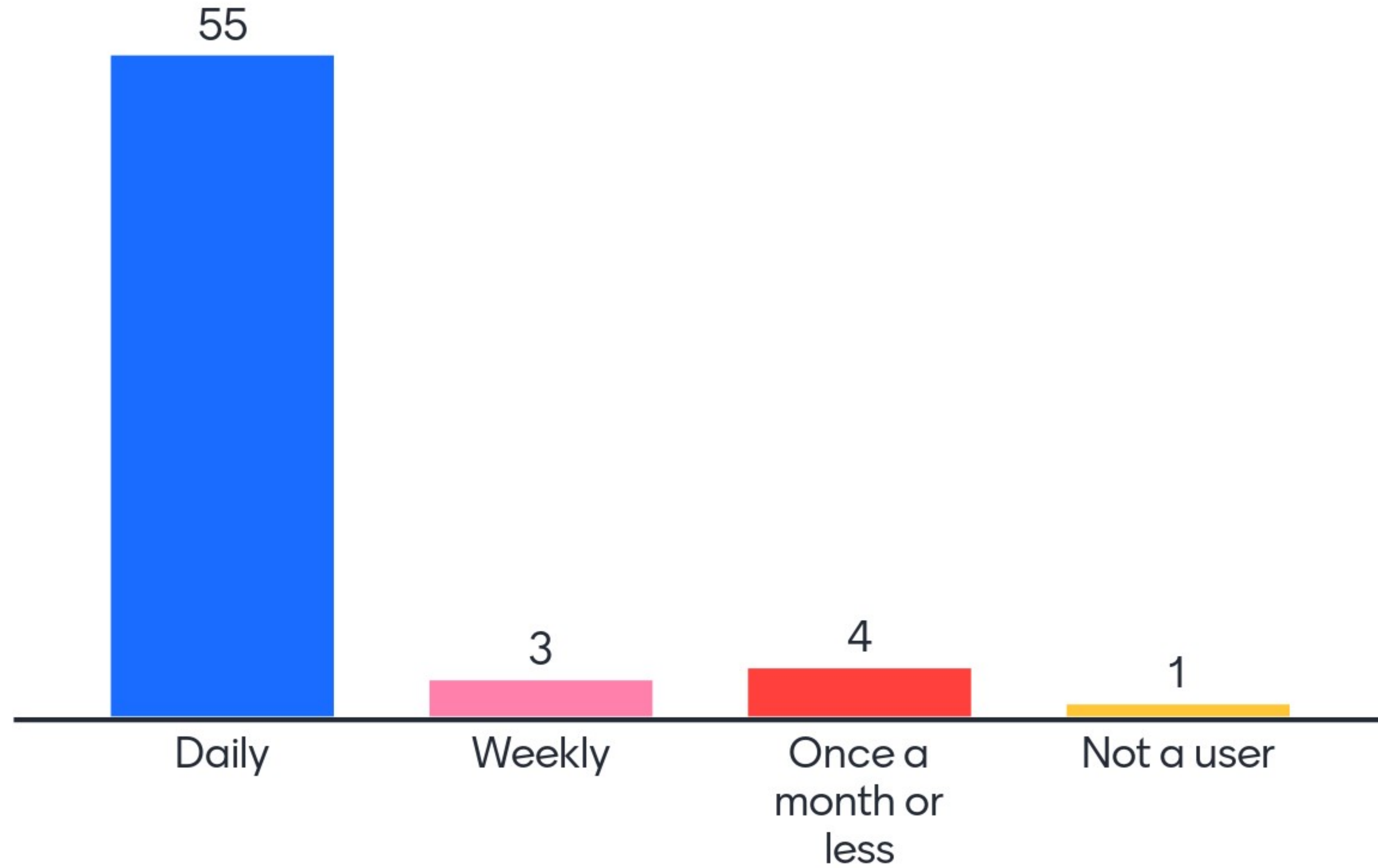## all calls start at 12:30 Central

- March 16th
- April 20th
- May 18th
- June 22nd
- July 20th

- August 17th
- September 14th
- October 19th
- November 16th
- December 14th

SERFF Training/Support

26

What type of user are you?

State	Industry	Other	Not a user
33	28	1	0

62

How often do you use SERFF?

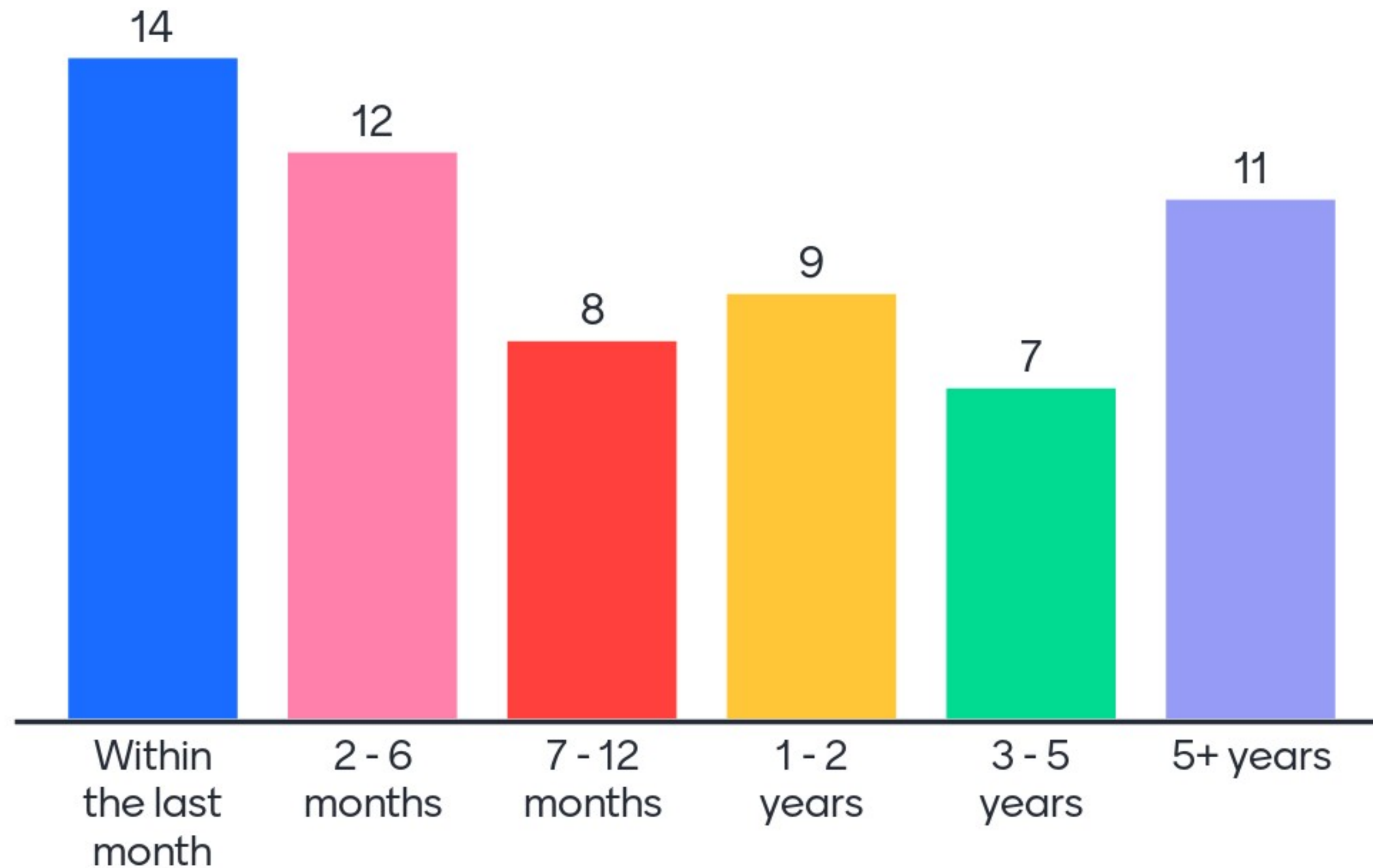| Daily	Weekly	Once a month or less	Not a user
55	3	4	1

SERFF Training/Learning

How recently have you, or a member of your team, gone through SERFF training, used online help or used the training manual?

Within the last month	2 - 6 months	7 - 12 months	1 - 2 years	3 - 5 years	5+ years
14	12	8	9	7	11

61

What do you like about the current model used for training?

Not familiar with current model'

Not familiar

Not aware of a current model used for training

I have not had any official "test" for my SERFF knowledge.

N/A - haven't used

Not applicable

We rarely use this feature.

Didn't know that this existed.

Haven't used the current model for training.

104

What do you like about the current model used for training?

I was able to get a new employee up and running very quickly.

N/A

N/A

never used it

not applicable

N/A

n/a

Haven't used

We tend to let our inhouse SERFF Experts Train our new hires since we have in house processes along with SERFF

104

What do you like about the current model used for training?

N/A

Not aware this model existed

Not familiar with current model

Not familiar with this help page.

help Page

N/A

Haven't seen the training model

When used, I am OK with the materials.

Online Help page found within the SERFF application.

104

What do you like about the current model used for training?

Not familiar enough to comment

Not much experience with either.

N/A

na

Haven't used the current model

On-demand tutorials are great for new users to learn.

N/A

N/A

Not familiar with it?

104

What do you like about the current model used for training?

Haven't used.

Have not used it

n/a

Did not know about the current model

haven't used

Not familiar with onboarding test

Not familiar with an onboarding option, we do in house training

n/a

In-House Training

104

What do you like about the current model used for training?

Have not used. Was not even told about this, but would make it very helpful for new hires.

Very easy to set up new user

Like on-demand training using their own pace don't like waiting to get user id until test is completed. Haven't used recently - we use in house training primarily.

Like the SERFF state user manual and the Industry user manuals

not familiar with current training

We use our own inhouse training

In house training

I have used it as a supplement to my training of new people to SERFF.

Not aware there was an hour long training module. The HELP manual seems out of date don't like having to download the entire module. It would be better if you could look up specific items beyond the small number of topics currently available

104

What do you like about the current model used for training?

On Demand Tutorials

On demand tutorials

I like the search features. New employees are added very quickly. I can find what I need. I refer companies to the user manual all the time.

Know of users that can't locate the help link

Don't use enough to answer. When i used the SERFF Help Manual I couldn't find what I was looking for.

not familiar

haven't used it

We have not used. We have used in house training.

Haven't personally used the onboarding training, but we have used it for a few new employees in recent months. Have used online manual to help a few industry users through some issues. Was very helpful but some things were out of date.

104

What do you like about the current model used for training?

Where is it?	Need more training opportunities for regulators.	na
n/a	n/a	N/A
n/a	N/A	N/A

104

What do you like about the current model used for training?

user manuals need to be updated as quickly as new features are added

N/A

N/A

n/a

N/A

Haven't used.

We have not used.

Have not used, as was not aware this was available.

online tutorials are needed for new features of SERFF to help users understand the use

104

What do you like about the current model used for training?

Haven't used. In house training.

need more tutorials

N/A

Prefer one-on-one training or in-person

N/A

NA - If you wanted a true evaluation you should have requested we take the trainig first

NA - You should have asked us to take the training first

n/a

n/a

104

What do you like about the current model used for training?

Not very effective

Although we don't use, we find that new filers are not very familiar with how to do amendments and changes to the system

2

N/A - Have not used

N/A

Somewhat effective

Its outdated and needs to be updated. not all items have been added on the SERFF side.

N/A - do not use enough to comment

How to use Labels, any alot of other stuff.

104

What do you like about the current model used for training?

1	3	N/A
Training on demand	Interactive sessions	

104

What do you dislike about the current model used for training?

n/a	Don't want to pay for training	n/a
N/A	N/A	n/a
N/A	Haven't used	n/a

37

What do you dislike about the current model used for training?

N/A

N/A

N/A

I haven't used the current model for training.

na

N/A - not familiar with it

The training is good; however, it seems like a lot of people aren't aware of it.

N/A

NA.

37

What do you dislike about the current model used for training?

N/A

haven't used

N/A

N/A

We train inhouse

N/A

The price

training isn't specifically applicable for our company's use of SERFF

Never used

37

What do you dislike about the current model used for training?

We haven't used the training. We have our own staff complete the training.

Don't like having to wait for test to get user id.

prefer not to have to download the entire user manual which is sort of out of date (screenshots). Don't want to pay for training. We train our users in house

Some items in the help manual may not apply specifically to how we enter filings in our Organization.

Would like more recorded sessions for some of the more advanced topics, especially amendments and objections. Some screens shown in manual are not always up to date with current live screens.
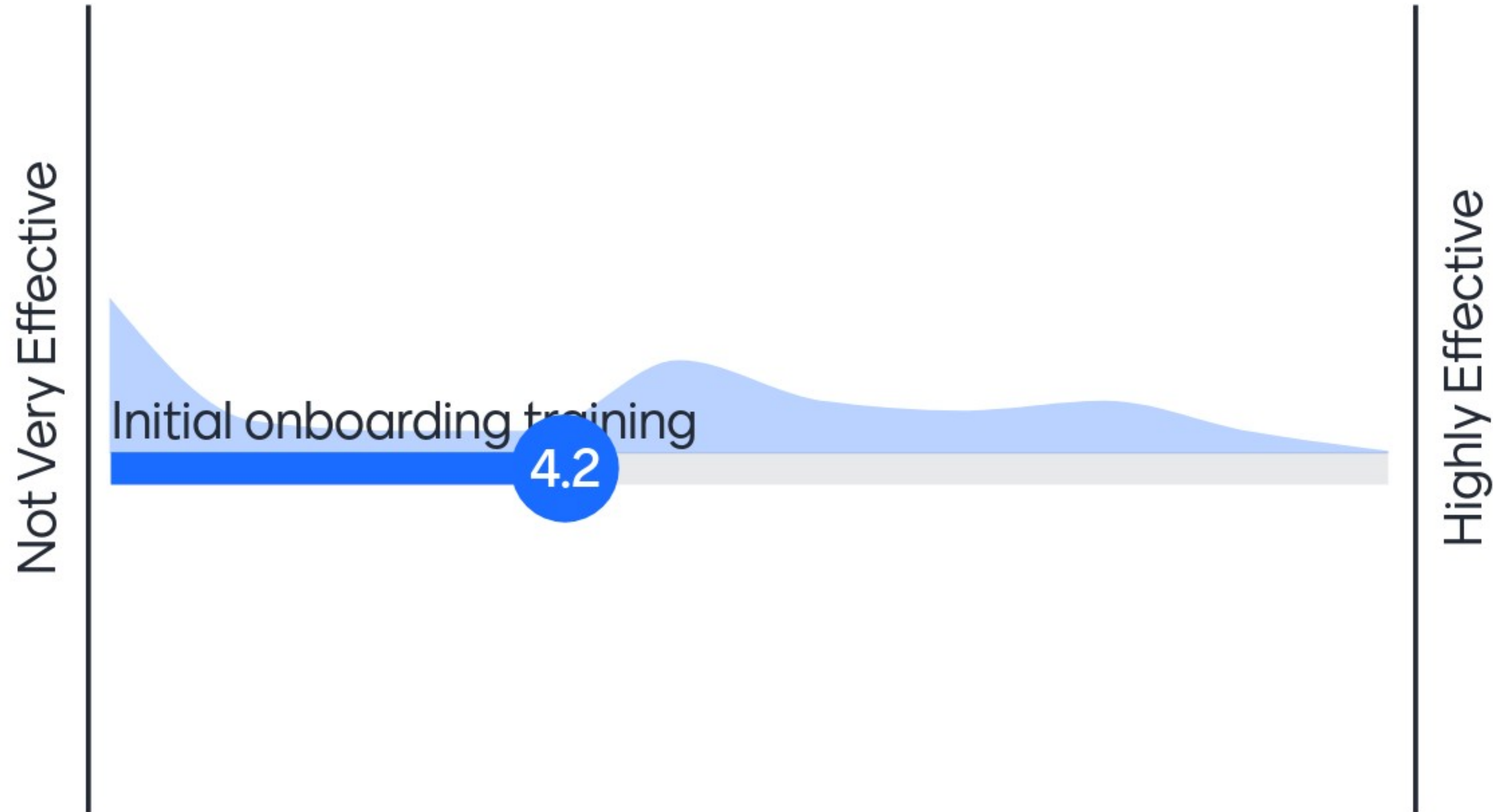
n/a

na

Didn't want to spend the money on training so we do in house training and use on demand tutorials

NA

37

What do you dislike about the current model used for training?

N/A - Have not experienced it, have done in-house only

How effective if the current initial onboarding training?

Not Very Effective

Highly Effective

Initial onboarding training

4.2

47

What content would you like to see covered in the initial onboarding training that is not currently in the training material?

N/A	N/A	n/a
N/A	n/a	N/A
N/A	N/A	n/a

What content would you like to see covered in the initial onboarding training that is not currently in the training material?

N/A	N/A	n/a
n/a	N/A	N/A
N/A	Price eliminated	n/a

46

What content would you like to see covered in the initial onboarding training that is not currently in the training material?

No comment

N/A

How to make changes and file Amendment correspondence so states can see changes.

N/A - do not know what is in the current training

n/a

NA

Maybe too specific - there are certain requirements (transmittals) that are contained in the general instructions for more complex lines like Homeowners.

n/a

Not sure until I have seen the current material

46

What content would you like to see covered in the initial onboarding training that is not currently in the training material?

Haven't used

How to access the training.

N/A

N/A

How to add State ID numbers to their company profiles

N/A

Not familiar with the on boarding training.

Would have to look at it - can't really remember.

NA

46

What content would you like to see covered in the initial onboarding training that is not currently in the training material?

N/A

Yes, I believe there's a cost. We wouldn't pay since we can train in-house.

don't know

n/a

n/a

Update the fee section of the manual.

n/a

More details on the filing components and features
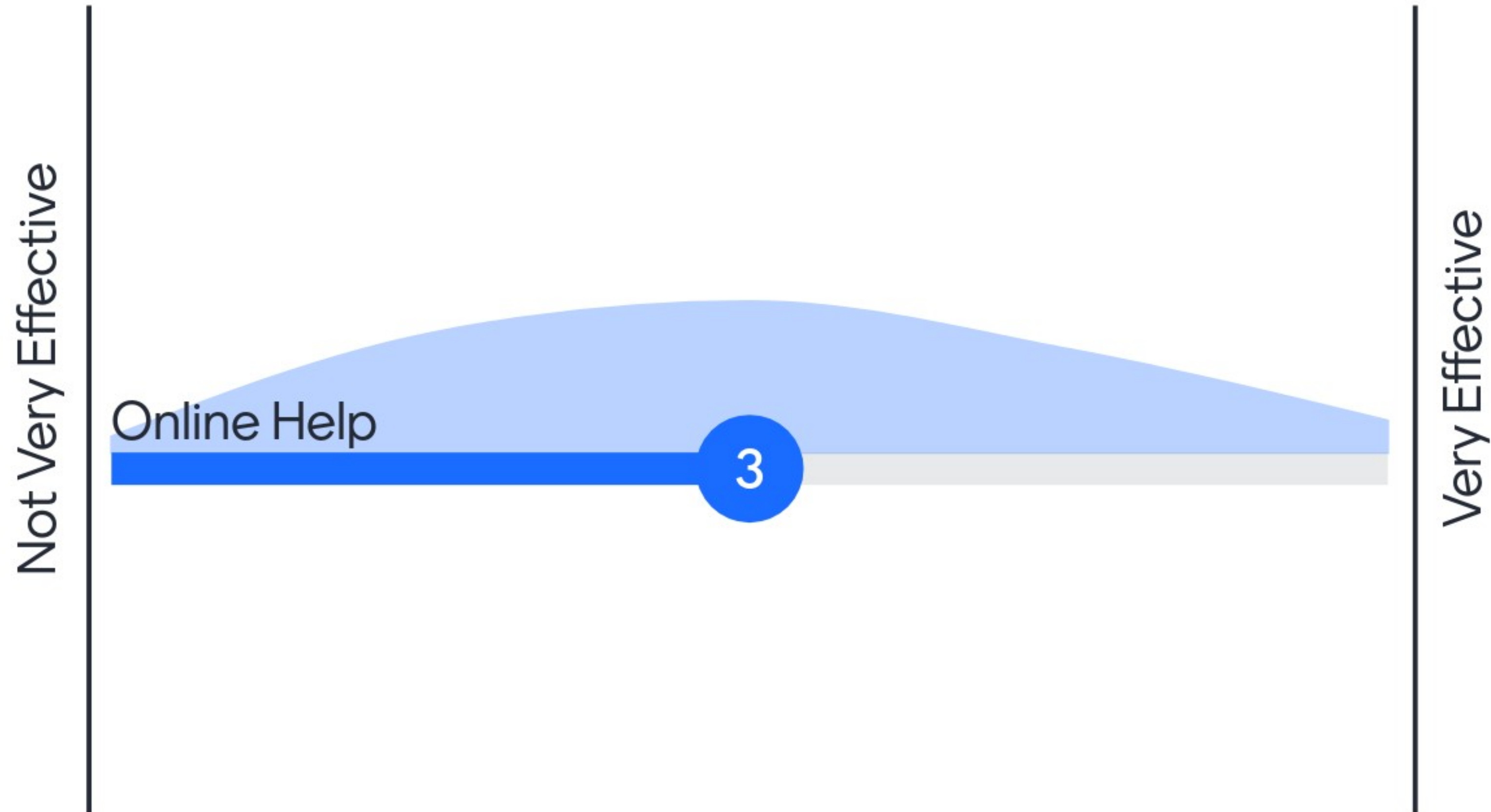
n/a

46

What content would you like to see covered in the initial onboarding training that is not currently in the training material?

Maybe have different modules for objections, revised filings, initial filings.

46

How effective is the current SERFF Online Help documentation?

Not Very Effective — Online Help — **3** — Very Effective

53

What content would you like to see covered in SERFF Online Help documentation that is not currently on the 'Help' page?

No suggestions

How to add the State ID number to a company profile

How to complete the bypass and satisfy requirements at a CW level.

No good response on this question.

no suggestions

N/A

how to navigate and correct billing

n/a

Not so much new info, info needs to be easier to find.

50

What content would you like to see covered in SERFF Online Help documentation that is not currently on the 'Help' page?

N/A

Have not used

I normally find what I need.

How to complete an amendment

N/A

Help for SERFF admins.

No suggestions

updated user manual

N/A

50

What content would you like to see covered in SERFF Online Help documentation that is not currently on the 'Help' page?

No suggestions

n/a

n/a

Tips and Tricks on making PDFs smaller in size

More detailed information in general.

No suggestions

more information on binders

N/a

I am OK.

50

What content would you like to see covered in SERFF Online Help documentation that is not currently on the 'Help' page?

How to bypass and satisfy submission requirements

Detailed instructions on using the Export vs Quick Export

Search and wildcard usage including export

Help should be displayed on the toolbar. Tips and tricks to help filers to more efficiently submit filings.

More online tutorials

could state manual or industry manual be presented in a way that state or industry could "customize:" to incorporate state or co specific material so that it could be presented to users as one document?

Updated user manual - both for state and industry

updated info on SERFF User roles and role combinations

Not sure...it's pretty decent right now....

50

What content would you like to see covered in SERFF Online Help documentation that is not currently on the 'Help' page?

Not sure, but probably could use more info on amendments and easier ways to find topics.

FAQ's for requirements

searching/export

Search feature

n/a

n/a

N/A

Updated user manuals when enhancement are made

Update the fee area.

50

What content would you like to see covered in SERFF Online Help documentation that is not currently on the 'Help' page?
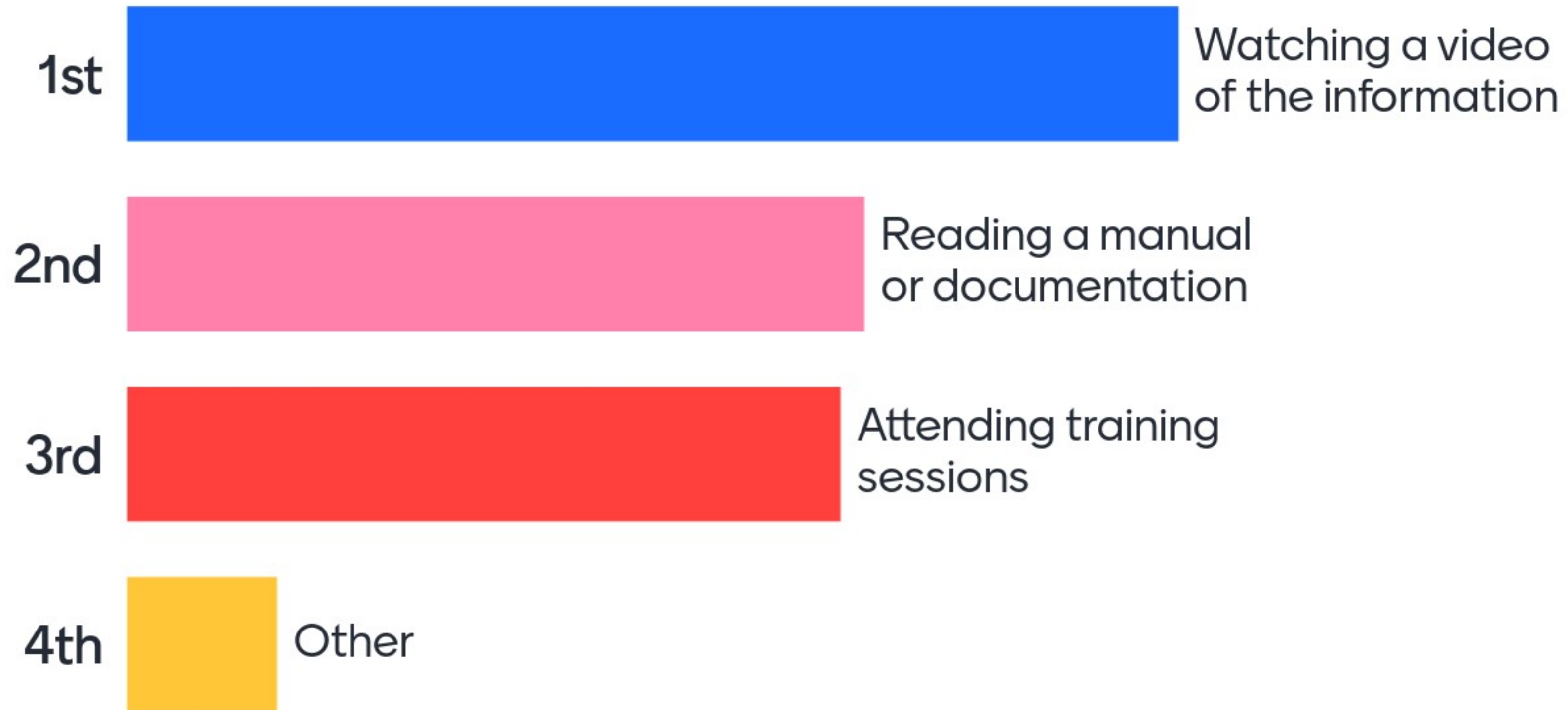
how to handle very large files and attach

Help page should be more visible on home page

2

n/a

Video, training session

50

Rank the following on how you like to learn with '1' being most liked

1st — Watching a video of the information

2nd — Reading a manual or documentation

3rd — Attending training sessions

4th — Other

55

What suggestions do you have on how the training material is presented or what other type of learning would you like to see?

N/A	n/a	Search feature on what you need information on
n/a	none	N/A
N/A	N/A	n/a

44

What suggestions do you have on how the training material is presented or what other type of learning would you like to see?

n/a

na

N/A

When users are emailed their credentials the email should contain links to the training materials.

n/a

Explanation on what functions are used for.

N/A

It may be difficult, but more complex filings (rate changes with impact in more detailed states) would be a nice training exercise.

Search for what training you are needing

44

What suggestions do you have on how the training material is presented or what other type of learning would you like to see?

Possibly broken down into smaller chunks. There's a lot of info on there.

email a packet to new users

training sessions over different topics we can have users sign up for

Search feature for specific topics

Would like to see more training tutorials on how to use SERFF

n/a

identifying the features displayed in the SERFF Workspace for new users

Explanation of different functions

Search feature with a wildcard

What suggestions do you have on how the training material is presented or what other type of learning would you like to see?

Frequently asked questions

N/A

Ability to search for certain scenarios.

I would like to see a demonstration on how the industry users create a filing. I would like to be able to save this info. Sometimes industry calls to see how they are to do things.

customizable to incorporate industry or state specific training we would like to provide our specific users.

videos

Separate training sessions for using SERFF (searching filings, entering filings, etc.)

If possible, modern apps often have small "Help" icons close to components with specific training modules so users can open links to them easily while working in the app itself.

A way for users to efficiently submit training related questions (e.g., after video training). Help link should be much more obvious on screen and topics easier to find.

44

What suggestions do you have on how the training material is presented or what other type of learning would you like to see?

Ability to request rainign on specific topics

online training sessions is a good idea also

no cost learning

Search feature to look for key itemsHelp page should be easier to find; more visible
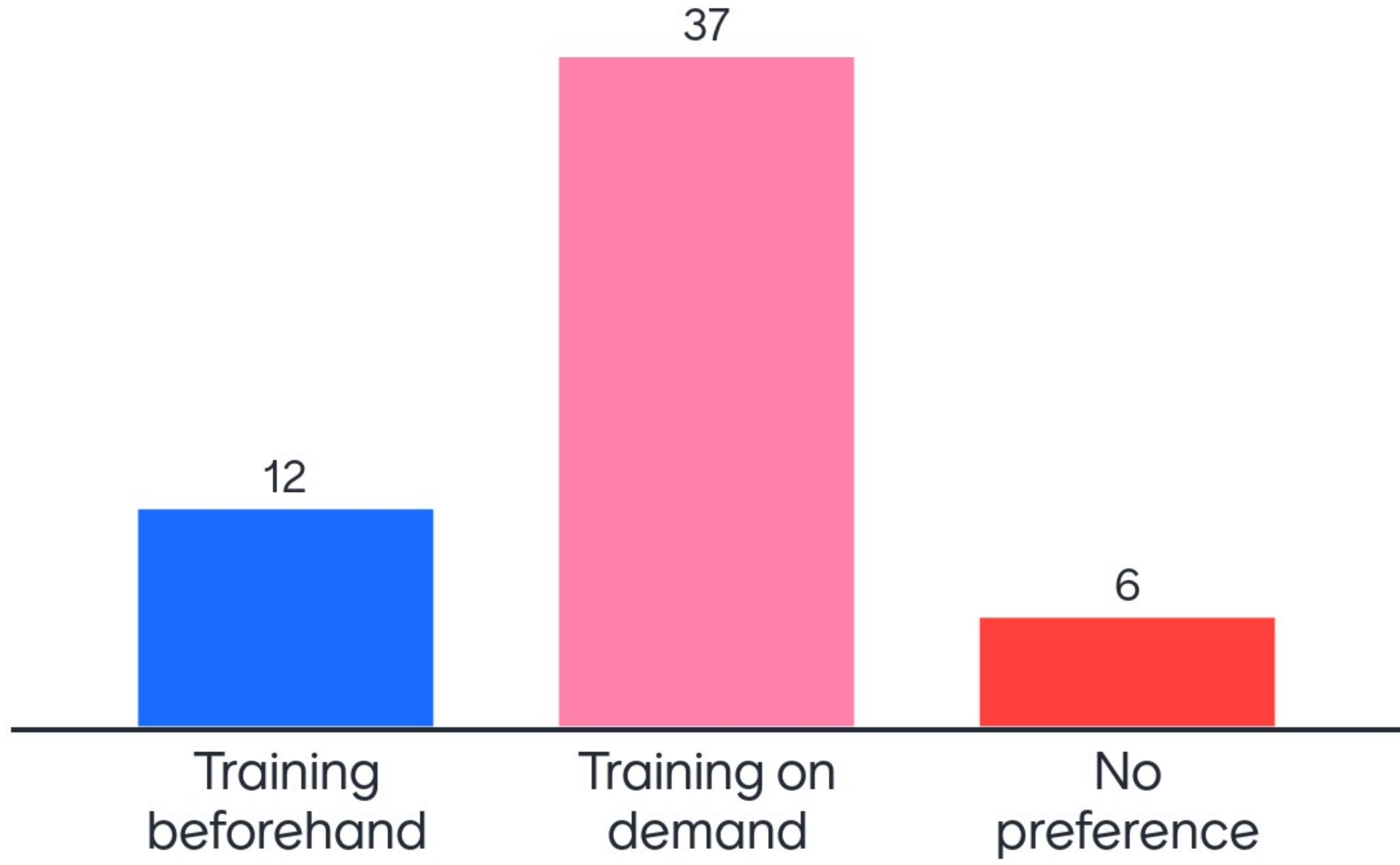
on demand

Either

Keeping manuals updated

Hard to determine going forward what its going to end up looking like and functioning in the end.

44

Would you prefer to take training before hand, or would you prefer training on demand?

Training beforehand	Training on demand	No preference
12	37	6

55

What are some examples of learning systems or tools that you have used before that you found useful or valuable?

manuals	NA	teachers
n/a	NA	emailed documents
N/A	Video	n/a

46

What are some examples of learning systems or tools that you have used before that you found useful or valuable?

Interactive-hands on

interactive sessions

Using the online SERFF public portal to review recently approved filings.

coaching internally from other users

Trainer using Teams to teach us a specific topic

knowledge database

Self-paced training

one-on-one training

n/a

46

What are some examples of learning systems or tools that you have used before that you found useful or valuable?

interactive

hover over fields and get pop up definitions, options

n/a

interactive training

reverse-job-shadowing

Insurance Summit recorded state user training and recorded industry user training

Interactive Sessions

googling for solutions

You Tube type training videos that you can see on a video where to click on the screen as a step by step guide.

46

What are some examples of learning systems or tools that you have used before that you found useful or valuable?

tutorials are helpful.

A Stack Exchange type of forum with users questions and examples and answers.

Mostly the role-specific train the trainer approach that we use when onboarding new SERFF users.

n/a

Google!

LinkedIn Learning

On line learning.

interactive training

State manuals like the Texas "Filings Made Easy" document

46

What are some examples of learning systems or tools that you have used before that you found useful or valuable?

N/A

Help instructions in mouse-over bubbles can be very helpful

It would be cool to have a screen shot with mouse over descriptions.

Documentation with feedback support

I like the way Microsoft allows you to select a specific topic and find related training resources. Also like that kind of step-by-step with examples.

Creating test files based on prior filings

You Tube

Questions and then select an answer.

zoom

46

What are some examples of learning systems or tools that you have used before that you found useful or valuable?

Systems that allow quizes in between and then a final test.