

Benchmarking Improvement Working Group

Purpose:

- Currently, the CAFII quarterly penetration benchmarking report provides a comparison of each participants' new business penetration rates. The penetration metrics provided in the report align with each participants' internal calculation methodologies and there is no consistent approach across participants. This reduces the comparability of the quarterly benchmarking report across participants;
- The benchmarking improvements working group is focused on developing a consistent methodology for the calculation of penetration rates to improve the comparability of the quarterly studies. These improvements will allow the participants in the study to better understand the sales performance of their creditor insurance products compared to other participating FIs and utilize the findings in the management of the insurance portfolios;

Current Status:

- To date, RSM has utilized anonymous surveys of benchmarking participants to develop and propose a penetration methodology that aligns with participants' data availability and ensures that the study provides significant value to the participants;
- On July 6th, RSM proposed a revised penetration methodology to all participating FIs. Feedback during the discussions was positive with no immediate concerns raised by attendees;
- All participants have been asked to further review the proposal internally and provide either confirmation of the revised methodology, or identify any internal concerns/constraints related to the proposal by July 23rd

Roadmap to Implementation

The roadmap to implementing a consistent penetration methodology:

