

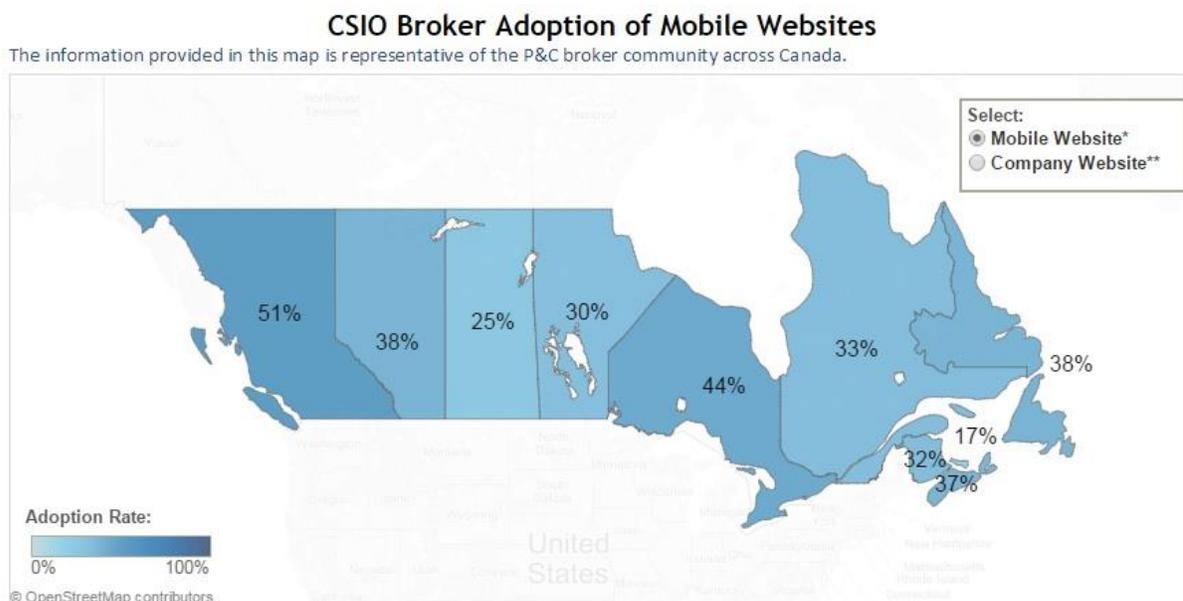
**Launch: Mobile Map –
62% of Brokerages in Canada Lack a Mobile-Optimized Website**

(Toronto – September 9, 2015) The Centre for Study of Insurance Operations (CSIO) is pleased to share the results of its research into the implementation of mobile-optimized websites among CSIO member brokerages across Canada. The results have been summarized in an interactive map that illustrates the mobile adoption rates for each province.

According to a recent Nielsen study, 40% of the total time customers spend viewing insurance content is on mobile devices and one-third of customers consider mobile to be the most important platform for researching insurance information. CSIO has determined that only 38% of brokerages across Canada have a mobile-optimized website.

In addition to mobile website adoption rates, the map also provides an analysis of brokerages that have a company website. Surprisingly, CSIO’s research shows that approximately 18% of brokerages nationally have no website at all.

“The importance of having a mobile-optimized web presence cannot be overstated today, as more and more customers are using their mobile devices to shop for insurance,” notes Catherine Smola, President & CEO of CSIO. “This map provides compelling evidence that there is a significant opportunity for brokers to optimize their websites for mobile, better servicing the online needs of their existing and potential customers.”



[Click here to view the map](#)

CSIO will update the map on a yearly basis to track each province’s ongoing adoption of mobile-optimized websites. Visit CSIO.com/mobile-websites to view the interactive map

and for more educational materials on implementing a mobile-optimized website, including a white paper and video featuring broker case studies.

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About Centre for Study of Insurance Operations (CSIO)

CSIO is Canada’s industry association of property and casualty insurers, software providers and over 36,000 brokers. CSIO is committed to improving the consumer’s ease of doing business within the broker channel by overseeing the development, implementation and maintenance of technology standards and solutions such as eDocs, Telematics, eDelivery and eSignatures. In addition, CSIO operates the industry-owned EDI mail network service, CSIONet. CSIO maintains offices in Toronto and Montreal. For more information, visit www.csio.com.

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