



Small Business

Automation Solutions

A unique combination of intelligence and efficiency

CNA is committed to helping agents deliver quality service to small businesses at the point of sale. Designed to make business faster and more efficient, our award-winning solutions make it easy to connect with CNA so you can spend your time focusing on clients. We deliver cutting-edge products and innovative automation solutions so you can win more business, more often.

Innovative CNA solutions to help you win:

CNA Connect® Coverage Playbook®

Use the CNA Connect® Coverage Playbook® to learn about our coverage advantages designed to give you a competitive edge. This tool lists our base coverages and provides suggested optional coverages with links to relevant marketing materials. If you are an agent, account executive, CSR or marketing representative in your agency, this tool will be a useful resource at any stage of the sales process.

Custom Coverage Option

The Custom Coverage Option automatically creates a tailored quote option based on your client's unique risk characteristics. There is no additional work needed. Building on the robust coverage offerings already provided on the CNA Connect® form, the Custom Coverage Option helps you recommend more relevant coverages and enhance your reputation as a small business expert.

CNA Connect® Coverage Templates

Ensure your high coverage standards are built into every quote. With CNA Connect® Coverage Templates, you can streamline the

quote process by establishing default coverages or limits for all CNA Connect® new business quotes. Coverage templates can be set at the SIC and/or producer code level. No more checklists, reminders or forgetting an important coverage. With Coverage Templates, you can rest assured that your customers have coverages tailored to their needs.

Agency Consultation Services & Support

Our Agency Solutions team is here and ready to serve you. Contact us at sbagencyolutions@cna.com for a consultation on how you can make your agency workflow more efficient with CNA. Services include:

- CNA automation training
- Implementation of real-time quoting
- Advanced interface solutions consultation

Small Business Appetite Finder

Easily learn if your small business customer is within CNA's appetite. Find out if you can instantly quote and bind coverage, or if further assistance may be needed from your CNA underwriter.

For more information, contact your sales specialist or small business underwriter, or visit cna.com/smallbusiness.