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CAA Insurance implements iClarify in Ontario

CAA Insurance (Ontario) has implemented SCM Risk Management Services' iClarify into its property intelligence services for CAA Insurance agents and call centres servicing Ontario and Atlantic Canada.

"We are very excited to have been chosen to work with CAA and to deliver iClarify services into the direct writer, agency and call centre insurance distribution channel," said Greg McCutcheon, president of SCM Risk Management Services.

The iClarify point-of-sale application uses technology to retrieve street level and satellite imagery along with information on 14 critical dwelling data elements in real time.

The service access proprietary and public databases containing millions of records with the aim to provide actionable intelligence to drive efficiencies and assist agents in more accurately quoting on a risk.

This includes the largest repositories of total loss claims and inspection data nation-wide along with imagery from iLOOKABOUT, a Canadian database of residential photographs, a joint RMS and CAA release says.

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