

Written BY ROGER LAVINE // FEB 13, 2017

3 ways to make sites for agents sing

Insurers, top-level product distributors and tech companies have spent the past 20 years racing to come up with the most advanced, most attention-grabbing tools and features they can think up.

Roger LaVine, vice president of product development at Coconut Creek, Florida-based Computer Solutions and Software International L.L.C., says he thinks the new big thing is companies trying to get all those great tools to work together smoothly.



Roger LaVine thinks:

"It's time for companies to overcome the borders fragmenting the look and feel of their own websites."
"Companies need to make system components work like part of one sleek information organism."

Drums, violins and fire alarms

In the past, many companies in financial services information systems have focused on adding capabilities, and [bringing in data and services from multiple sources.](#)

Too often, LaVine said, *"companies have left each module operating according to its own rules, without doing enough to unify and simplify the user's experience."*

Benefits toolmakers still court agents

Administrative tech vendors think you're important. Some want to pay you, and some to bill you. Here are LaVine's ideas for bringing harmony to the agent or broker's desktop, laptop or phone screen..

1. Let information flow

Some people who are worried about privacy might want to keep their data as siloed as possible, but, when most people are using websites or other information systems, they find they like seeing the computer eliminate the drudgework involved with entering the same identifying information over and over and over again, LaVine said.

2. Be brave

Many companies hide a large amount of live-human labor behind what look to users like "fully automated systems," LaVine said.

He said the most advanced companies are starting to at least think about eliminating the last live-human intervention bottlenecks.

They might not be quite brave enough to get to that point, just now, but "that's the vision they're going for," LaVine said.

3. Standardize'

Too often, LaVine said, different parts of the same site work differently, simply because the providers of the tools set things up differently, or simply because no one has made a serious effort to standardize how everything works. Companies need to start sanding off the little quirks that get in the way of standardization and fight that experience fragmentation, LaVine said.

End of Article

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Roger LaVine

Dr. LaVine joined VUE Software in 2007 as Practice Manager and has over 30 years of consulting experience in the insurance and technology industries. He has managed strategic process, organizational and technology engagements for 10 of the top 25 US insurers and dozens of integration projects in mid-tier insurance companies. Dr. LaVine has also held roles as Finance Director, Vice President of Sales Reporting, Organizational Consultant, Chief of Research and Development, and Industry Analyst. In his current role at VUE Software, he utilizes his expertise in finance and operations in the Insurance and technology fields to ensure that our products meet the current and anticipated needs of our clients. He holds a Bachelor of Science degree in Management as well as a Bachelors, Masters, and Doctoral degree in Psychology..

About VUE Software

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