



RLI's New Producer Portal Launched with Redesign and Additional Site Features



RLI has launched a redesigned, enhanced portal this summer, offering producers an improved digital experience in a user-friendly, self-service format. If you're a licensed producer for RLI's Personal Umbrella or Home Business products your invitation to register for the portal and set up your account is in your inbox or will be on its way soon.

The revamped portal was initiated to update RLI's existing portal technology and create a consistent, end-to-end, service-focused experience for producers.

"RLI's new portal is the result of extensive user research and listening closely to customer feedback," said RLI Underwriting Supervisor Tim Flanagan.

"Because it is for agents and producers, we asked about their preferences and ideas, then used that information to design a new self-service experience just for them."

Some of the changes that producers experience on the new site include:

- A modern, clean and simple design and navigation, allowing them to quickly find what they're looking for and take action fast.
- One point of access to manage their RLI business using a single login.
- New features like enhanced site search, form and marketing materials, emailing capabilities and other self-service tools that make it faster and easier to complete key tasks.
- A personal profile with a quick view of the products and agencies producers are authorized to represent.

Future enhancements are coming soon! Based on advanced analytics and customer feedback, the RLI team will continue to add product lines and functionality to the portal.

Learn more about RLI personal umbrella at www.iiaba.net/RLI.