

# Hard work pays off for RBC

**P**referred supplier status at most travel agencies across Canada has ensured a top choice ranking for RBC Insurance in the Agents' Choice Awards for 2008. In fact, RBC has been the number-one ACA choice since 2002, and this year posted 6,329 top-spot points. That is well clear of Blue Cross in second place with 1,677 votes and Travel Guard with 929.

But there are plenty of solid reasons for the achievement of this ranking that have nothing to do with an obligation to sell RBC Insurance ahead of all others. "They offer us really good product support, with webinars and in-office training," said Monika Lakatos from Sears Travel in St. Catharines, Ont. Other agents contacted also agreed with this assessment.

"We work very hard to ensure that all our agents have the information they need to pro-vide their clients with informed insured advice," said Mark Linton, the VP, National Accounts for RBC Insurance Company of Canada. "Our structured training programs are designed with busy agents in mind, so we make a wide variety of training options available, including online training via webinars and e-learning

through our proprietary World-Protect system. Of course agencies also receive on-site training through their Business Development Managers and have the advantage of 24/7 access to our sales contact centre."

RBC has been providing travel insurance coverage to Canadian travellers for more than 40 years,

and does business with over three million individual and corporate customers a year. It credits both comprehensive travel insurance coverage options and exceptional customer care for being the travel insurance leader in Canada. And it is the strong training and business support that

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INSURANCE			(Results based on minimum 50 points)
<b>NATIONAL</b>			
'08	'07	Pts.	
1	1	RBC	6,329
2	2	Blue Cross	1,677
3	3	Travel Guard	929
4	5	Travel Insurance Co-ordinators (TIC)/Trent Health	914
5	6	Manulife Global	884
6	4	CAA Insurance	801
7	8	Thomas Cook	591
8	7	Transat Insurance	575
9	10	Globetrek	389
10	9	Reliable Life	386
		Advantage	271
		Bon Voyage	243
		Maritime Marlin	232
		World Access	209
		Berkley	146
		21st Century	126
<b>ONTARIO</b>			
		RBC	2,823
		Blue Cross	639
		Manulife Global	628
		Travel Guard	501
		CAA Insurance	375
		Travel Insurance Co-ordinators (TIC)/Trent Health	370
		Thomas Cook	306
		Transat Insurance	246
		Globetrek	222
		Reliable Life	184
<b>QUEBEC</b>			
		RBC	560
		Blue Cross	359
		CAA Insurance	97
		Globetrek	55
<b>THE WEST</b>			
		RBC	2,663
		Blue Cross	562
		Travel Insurance Co-ordinators (TIC)/Trent Health	511
		Travel Guard	385
		Transat Insurance	301
		CAA Insurance	296
		Thomas Cook	232
		Manulife Global	217
		Reliable Life	177
		Bon Voyage	151
<b>ATLANTIC</b>			
		RBC	283
		Blue Cross	117

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webinars and educational fam tours. There is also a myriad of marketing opportunities available like co-op advertising, co-brand wrapped cars, web-based programs such as E-brochures, E-newsletters and online promotions, consumer events and window displays.

Locations include Jamaica, Antigua, The Bahamas, St. Lucia, Cuba and the Turks



Sandals Grande, Antigua

and Caicos.

Lots of other hotel brands were named as favourites by travel agents. Honolulu-based Outrigger, for example, was praised for “never causing any problems,” by travel agent Tom Bellamy of Carlson Wagonlit Travel of Regina, referring to

both his clients and himself, since 1975.

Bookings to the Caribbean

sun are a key part of the business for Michelle of Uniglobe Geo Travel in Edmonton, so she sends many clients to both Sandals and RIU. But she books 40 to 50 wedding groups per year, and 60 per cent of those go to the RIU chain of resorts. “They have the best wedding department,” she said. “And wedding groups can stay at the different sister properties, so they can have some time apart, and also visit each other at the different resorts.”

Iconic hotel chain Fairmont, a former five-time winner in the category, ranked second for the second consecutive year, while the top seven stayed the same as in 2006.

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garners agent accolades for RBC.

For instance, RBC introduced a series of important business tools and sales enhancements for agents over the course of last year. In June 2007, it implemented Automated Policy Fulfilment (APF) to improve the sales and service process for travel agents and to enable the company to better design innovative travel insurance products. All tasks related to policy fulfilment are now handled by RBC, saving agents both time and money. APF also helps protect agents from the risk associated with non-fulfilment of policies.

“Our business development team is the largest and most experienced in the industry, and they work hard to help agents grow their business and increase their travel insurance revenues,” said Linton.

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