

July 8, 2021 (Cambridge, Ontario) - Gore Mutual Insurance Company (Gore Mutual) announces today its new operating model for Ontario personal lines automobile and Individually Rated Commercial Auto (IRCA) insurance. The mutual insurer has taken the first step in its strategic transformation with the launch of its national contact centre, underpinned by industry-leading technology to enable brokers to provide their customers with faster and more efficient service.

The new national contact centre team services brokers and their customers for personal lines automobile and IRCA underwriting and billing. With new phone queues powered by Amazon Connect, brokers and customers benefit from increased contact options such as queued call back and estimated wait times. With this new technology, the insurer benefits from real time data to assess and continuously improve customer service satisfaction.

Gore Mutual has also introduced Guidewire InsuranceSuite in Guidewire Cloud and is the first carrier in Canada to launch this policy, billing and claims suite simultaneously to bring full-service capabilities to its core business operations.

Guidewire Cloud brings industry best practices to Gore Mutual, including:

- Streamlined policy underwriting and administration with integration across Broker Management Systems (BMS) and quote vendors, supporting real time quote, bind and policy issuance. This saves brokers time and avoids duplicate entry for a faster and more accurate experience.
- Billing automation such as equalized payments, and easy-to-understand billing statements.
- Real-time access to claims information and vendor partner integration, leading to faster estimates, repair and resolution, and positive claims experiences for customers.
- Refreshed policy documentation and improved communications that promote a positive service experience for customers across the lifecycle of a policy.

This marks significant progress in Gore Mutual's business transformation journey – a bold 'Next Horizon' strategy designed to transform from a mid-size, regional carrier to a national scale, purpose driven, digitally-led insurer in only a few short years. Gore Mutual continues to invest heavily in its people and core capabilities, with plans to scale its business together with broker partners across Canada.

"We're excited to take this significant step in our transformation", says Andy Taylor, Chief Executive Officer. "Our Next Horizon strategy to transform our company into a top 10 national insurer is really coming to life as we launch a brand-new operating model for personal lines auto."

"With brand new technology, products, pricing and our national contact centre, we're investing in the future of our core insurance operations to ensure we continue to be a strong and supportive partner for brokers," says Paul Jackson, Chief Operating Officer.

About Gore Mutual

Gore Mutual is Canada's longest established property and casualty insurance company. Based in Cambridge, Ontario and Vancouver, British Columbia, we are a Canadian-owned and operated mutual company, with 500 employees focused on delivering outstanding insurance products and services to customers.

Built on a foundation of financial strength for more than 180-years, our Next Horizon strategy is a 10-year plan to transform us from a mid-size regional carrier to a national scale insurer with over \$20 million invested in talent and technology in 2020.

We help strengthen Canadian communities through the Gore Mutual Foundation by supporting local initiatives.

Over the past 20 years, we have donated more than \$12 million to over 650 charities.

For more information, visit goremutual.ca or Gore Mutual's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#) pages.

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