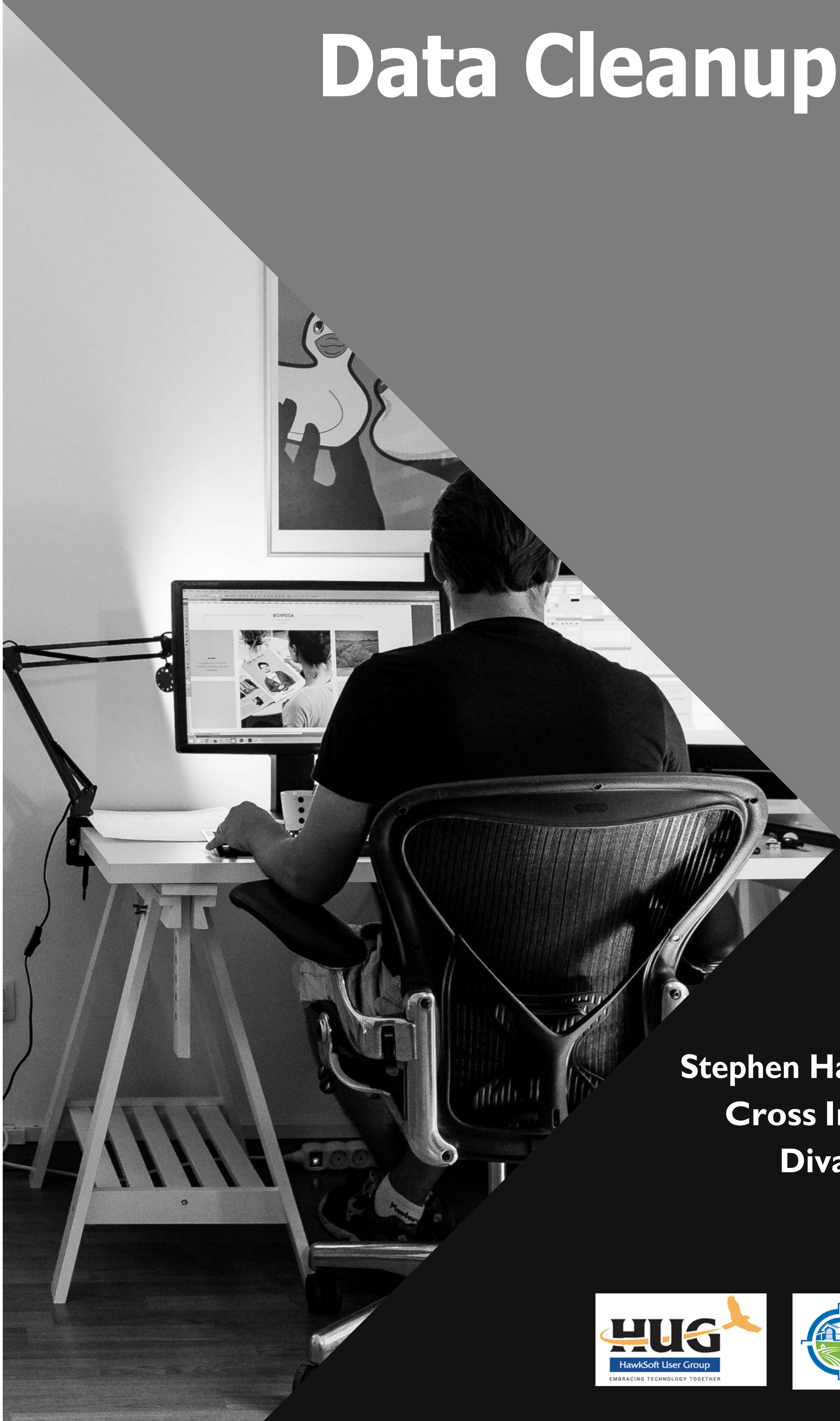
HUG 2021 National Conference

Data Cleanup Guide



Presented by:

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Diva of Insurance, Inc.

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Stephen Harrington-Descoteaux, CIC is the Chief Operation officer at Cross Insurance Agency located in Olympia, Washington. He is also the founder of Diva of Insurance, Inc. With 20+ years of experience in retail, restaurant, marketing, insurance, and office management he brings his fresh visions and insight to the quickly changing business world. His passion for analyzing the data and information within management systems led him on a mission to assist his fellow agents find and maintain the information necessary to stay competitive. He also believes that everyone can be successful with proper training and encouragement.

"BE YOURSELF. BE BOLD. BE DARING. BUILD YOUR OWN TRIBE. SURROUND YOURSELF WITH PEOPLE YOU ADORE. IT MAKES LIFE SO MUCH BETTER. IF WE ALL DRANK TEA THERE WOULD BE NO TEQUILA." - STEPHEN

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Disclaimer

This guide, created by Diva of Insurance, Inc. (DOI), is for use by the attendees of the HUG 2021 National Conference who have attended or watched the corresponding Data Cleanup presentation. Not all information in this guide may be covered in the presentation and not all information covered in the presentation may be included in this guide. The opinions and information contained within may not reflect those of the HawkSoft Corporation or the HawkSoft Users Group (HUG). It is important to understand that the information presented here may or may align with the best practices of your agency and that changing any information in your management system can cause the permanent loss of data and/or may require a large amount of money/time to correct. While we would like for you to get as much information as possible out of this presentation, it is impossible to review all the positive and/or negative things that can happen through data cleanup in this short amount of time. If you require additional training or need assistance, please review the HawkSoft Help Guides, reach out to HawkSoft support, or contact our office for training options. DOI shall not assume any responsibility for any changes you make to your systems or data as a result of this presentation. If you do not understand what you are changing, have permission to change data, or know or how the information will be affected, do not proceed!

Acknowledgement

This guide was compiled from several sources including prior HawkSoft User Group (HUG) guides, other HUG presentations, HawkSoft Help Guides, the HUG Facebook and website resources, and other miscellaneous sources. Thank you to everyone who has contributed, for without sharing your thoughts and ideas with others we would not be able to strengthen the independent agent channel.

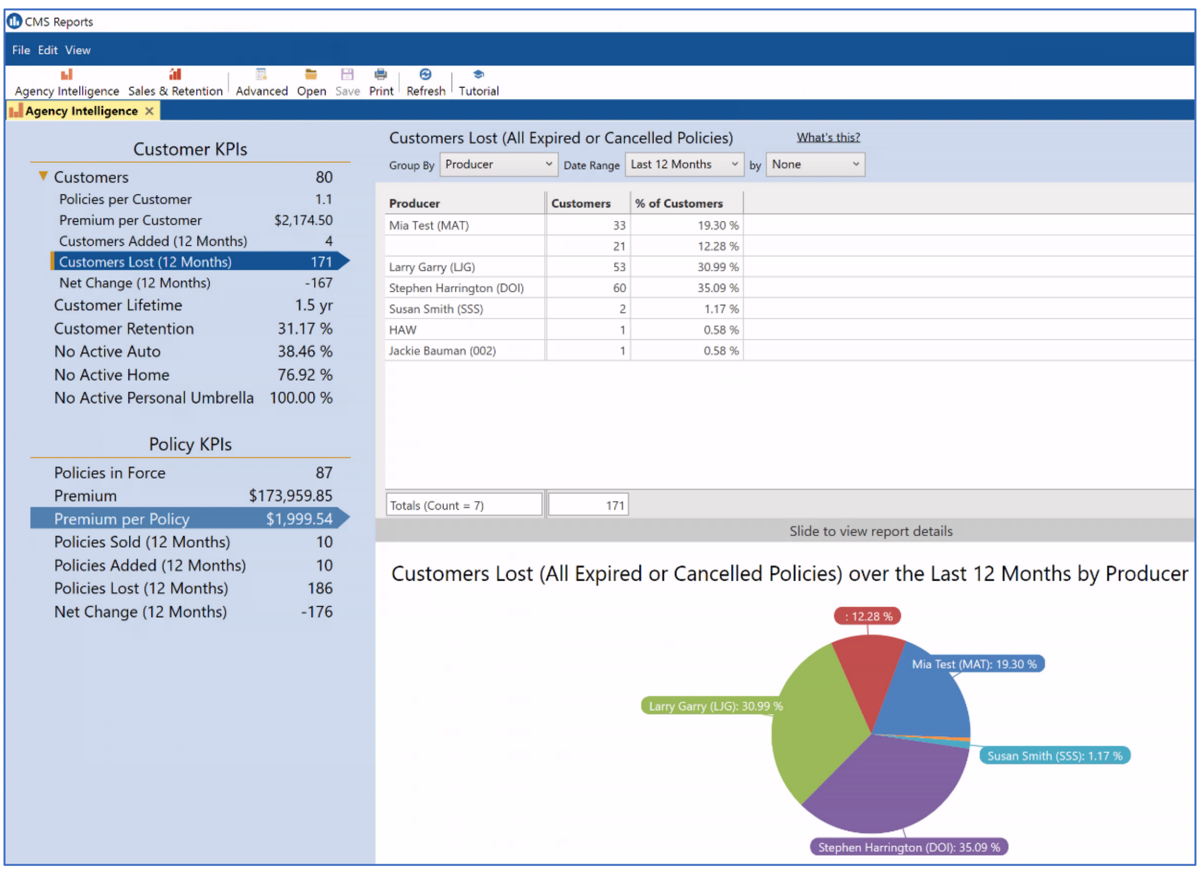
Understanding Basic Report Types

Before you begin the process of cleanup, it is important that you understand the basic types of reports in HawkSoft and the information that each report contains. Below are some of the reports that can be reviewed for data accuracy

Agency Intelligence

Agency Intelligence provides access to several predefined reports which track Key Performance Indicators (KPIs). These KPIs are based on your agency's "book of business" (customer and policy data that currently exists in CMS). The data is displayed in a table, as well as in pie and bar charts where applicable, making it easy for you to measure and evaluate your agency's overall Performance, Sales and Retention. Agency Intelligence is commonly used to review for the following fields: Producer, CSR, Application Type, Line of Business, Policy Office, Policy Title, Company, Source, and Agent. It is also important to remember that when you are cleaning your data from Agency Intelligence you will only be cleaning Active Data. Data clean up through Agency Intelligence does not look at most dead or inactive accounts and information leaving your database only clean at the "surface level".

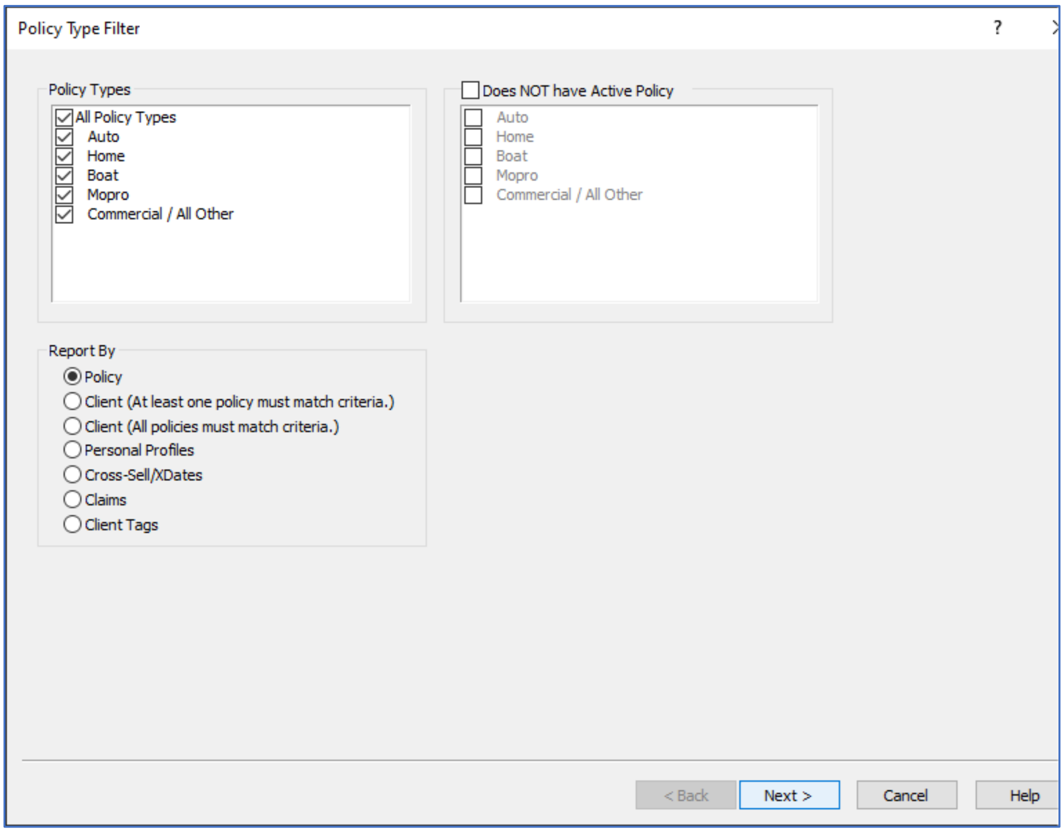
Common Reports: Customers Added, Customers Lost, Policies Added, Policies Lost.



Advanced Reports

Advanced Reports enables you to run customized reports that include any combination of client, policy, claims, and marketing information from data stored in a HawkSoft client files. You can include active, dead and prospect policy and client types. Cleaning your data through Advanced Reports will provide the most comprehensive results. Advanced Reports also gives you the ability to create and store customized reports, filter, and summarize the report data, and run memorized reports for easier monthly maintenance.

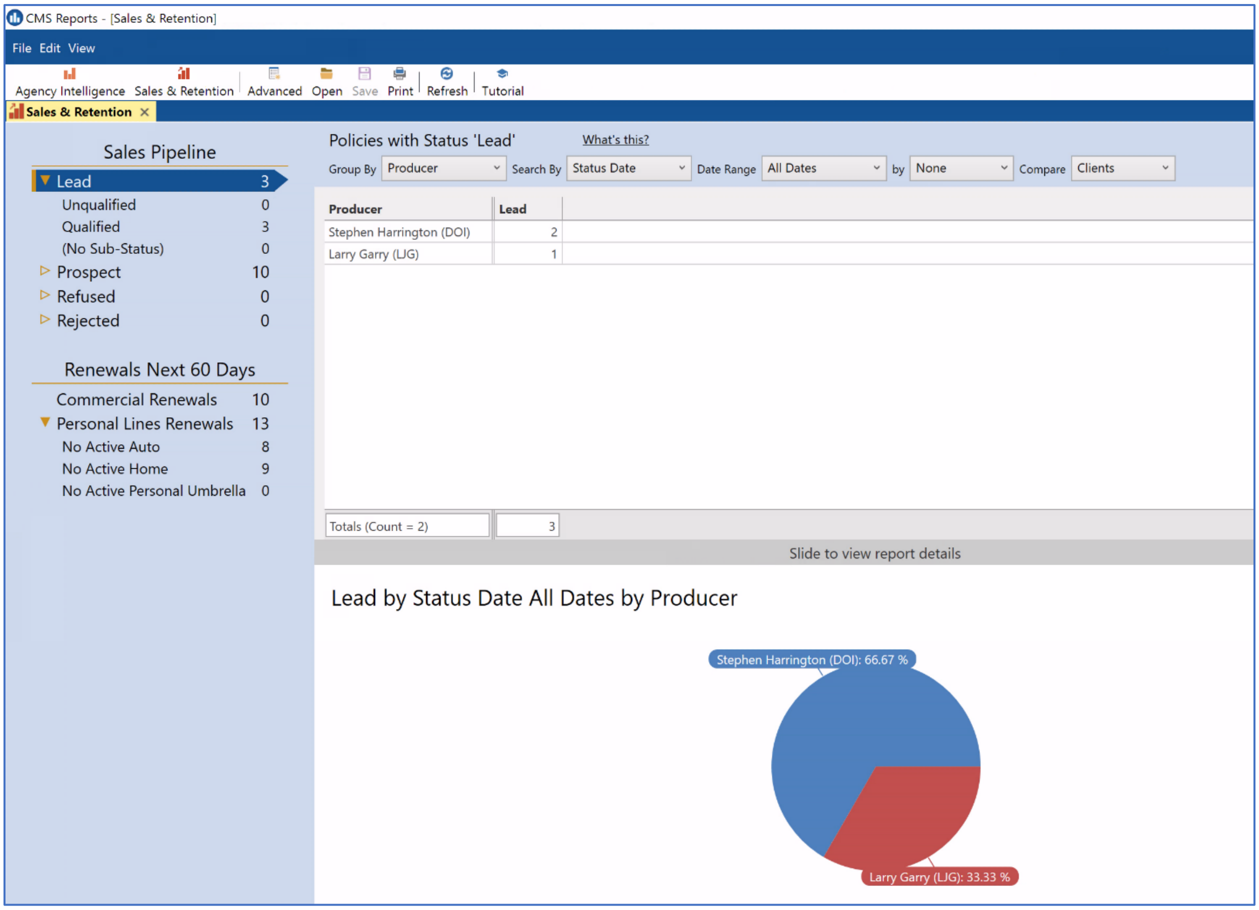
Common Reports: Renewals, Expirations, Current Active Clients, Cancelled Policies, Cancel Pending, Policies by Company, Production, Birthday, XDate, Claims, and Cross Sell



Sales & Retention

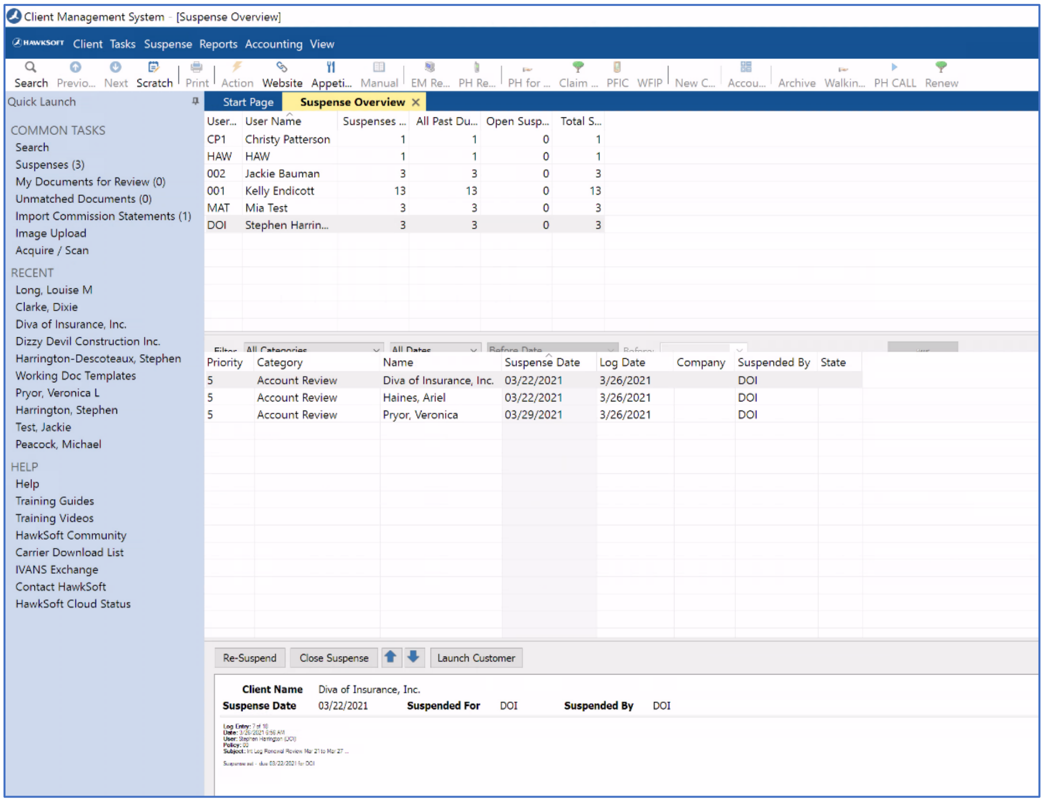
Sales and Retention provides access to several predefined reports which include sales pipeline and renewal data. These metrics are based on your agency's customer and policy data that currently exists in HawkSoft. Sales & Retention is commonly used to review for the following fields: Source, Status, Line of Business, Producer, CSR, Agent.

Common Reports: Prospect Pipeline, Sales Pipeline Sub-status, Upcoming Renewals



Suspense

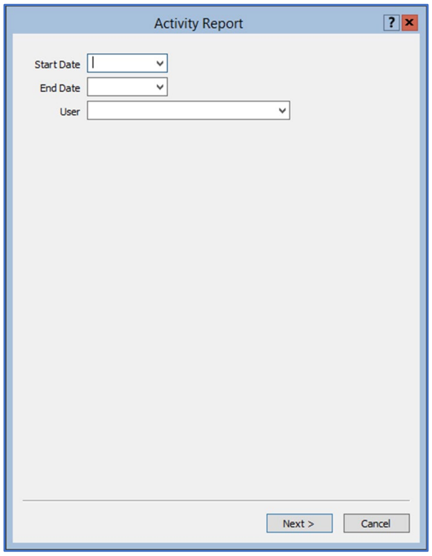
Summary of the Suspenses for all users, and a detailed list of Suspenses for each user. This report can be used to review the number of current or past due suspenses for each user. You can also review this report to see if Suspense Categories are being used.

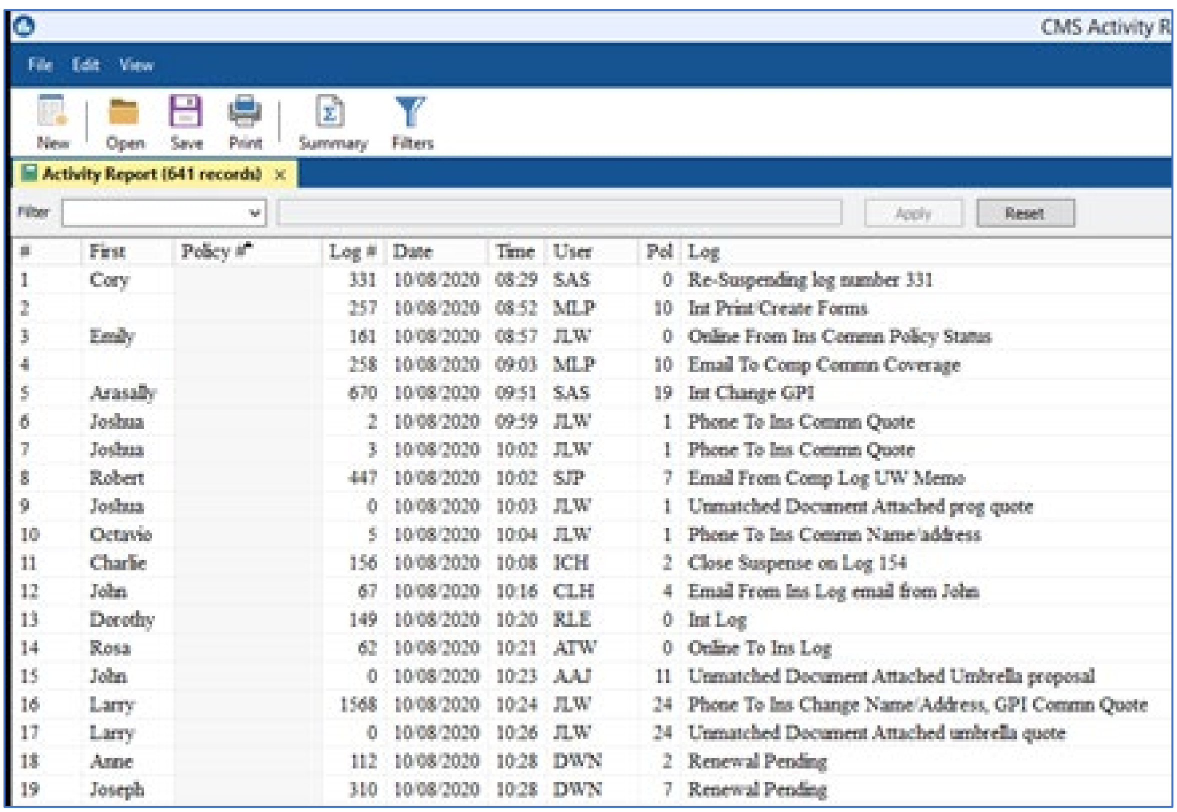


Activity Report

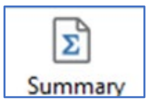
Overview of the activities logged into HawkSoft for a for specific dates and users. This report shows a detailed list of Activity Types (Logs).

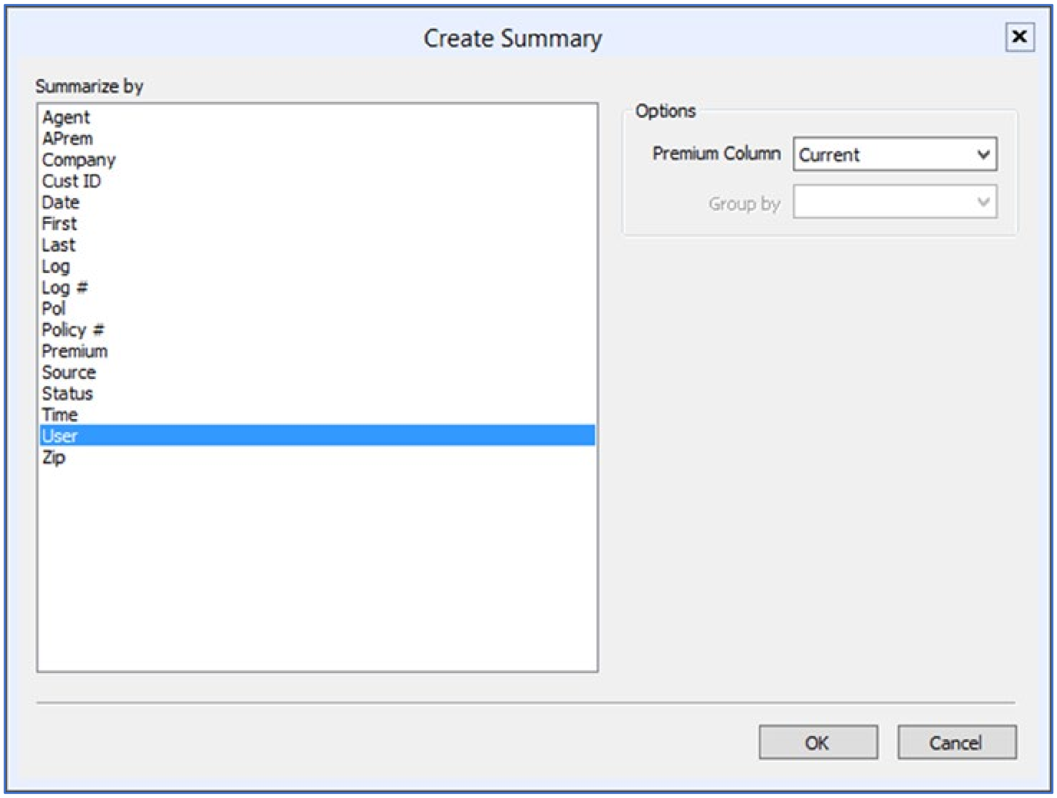
This report can be summarized by several different fields making it easier to identify the number of calls, emails, changes, walk-ins, etc. entered into HawkSoft by a User.

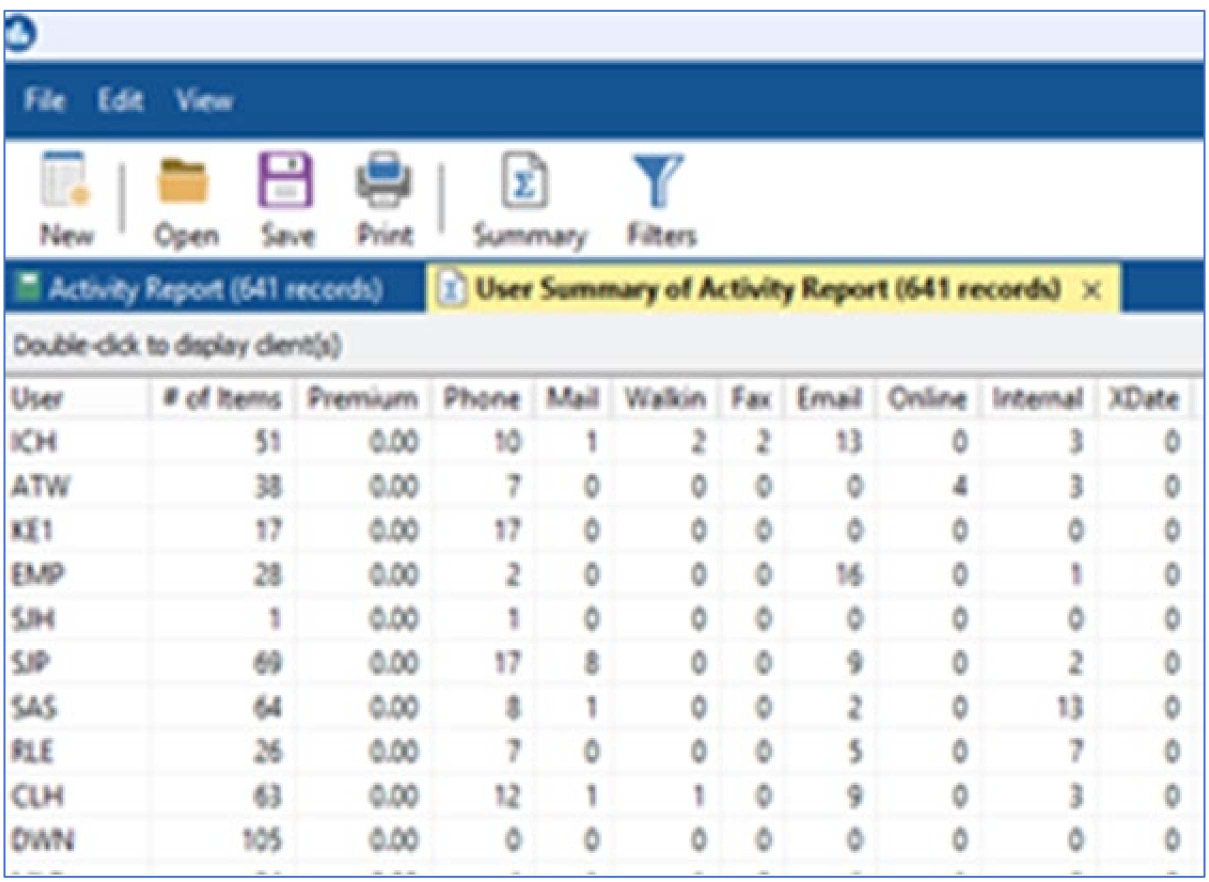




#	First	Policy #	Log #	Date	Time	User	Pol	Log
1	Cory		331	10/08/2020	08:29	SAS	0	Re-Suspending log number 331
2			257	10/08/2020	08:52	MLP	10	Int Print/Create Forms
3	Emily		161	10/08/2020	08:57	JLW	0	Online From Ins Commn Policy Status
4			258	10/08/2020	09:03	MLP	10	Email To Comp Commn Coverage
5	Arasally		670	10/08/2020	09:51	SAS	19	Int Change GPI
6	Joshua		2	10/08/2020	09:59	JLW	1	Phone To Ins Commn Quote
7	Joshua		3	10/08/2020	10:02	JLW	1	Phone To Ins Commn Quote
8	Robert		447	10/08/2020	10:02	SJP	7	Email From Comp Log UW Memo
9	Joshua		0	10/08/2020	10:03	JLW	1	Unmatched Document Attached prog quote
10	Octavio		5	10/08/2020	10:04	JLW	1	Phone To Ins Commn Name/address
11	Charlie		156	10/08/2020	10:08	ICH	2	Close Suspense on Log 154
12	John		67	10/08/2020	10:16	CLH	4	Email From Ins Log email from John
13	Dorothy		149	10/08/2020	10:20	RLE	0	Int Log
14	Rosa		62	10/08/2020	10:21	ATW	0	Online To Ins Log
15	John		0	10/08/2020	10:23	AAJ	11	Unmatched Document Attached Umbrella proposal
16	Larry		1568	10/08/2020	10:24	JLW	24	Phone To Ins Change Name/Address, GPI Commn Quote
17	Larry		0	10/08/2020	10:26	JLW	24	Unmatched Document Attached umbrella quote
18	Anne		112	10/08/2020	10:28	DWN	2	Renewal Pending
19	Joseph		310	10/08/2020	10:28	DWN	7	Renewal Pending





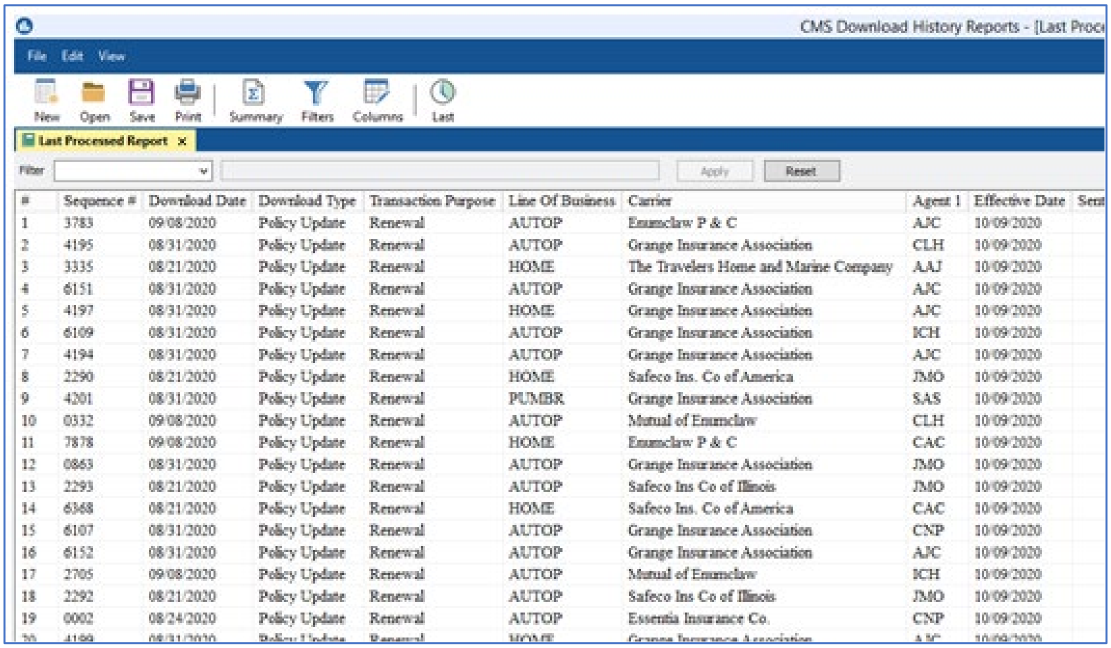


User	# of Items	Premium	Phone	Mail	Walkin	Fax	Email	Online	Internal	XDate
ICH	51	0.00	10	1	2	2	13	0	3	0
ATW	38	0.00	7	0	0	0	0	4	3	0
KE1	17	0.00	17	0	0	0	0	0	0	0
EMP	28	0.00	2	0	0	0	16	0	1	0
SJH	1	0.00	1	0	0	0	0	0	0	0
SJP	69	0.00	17	8	0	0	9	0	2	0
SAS	64	0.00	8	1	0	0	2	0	13	0
RLE	26	0.00	7	0	0	0	5	0	7	0
CLH	63	0.00	12	1	1	0	9	0	3	0
DWN	105	0.00	0	0	0	0	0	0	0	0

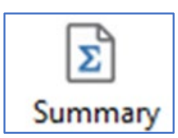
Download Report

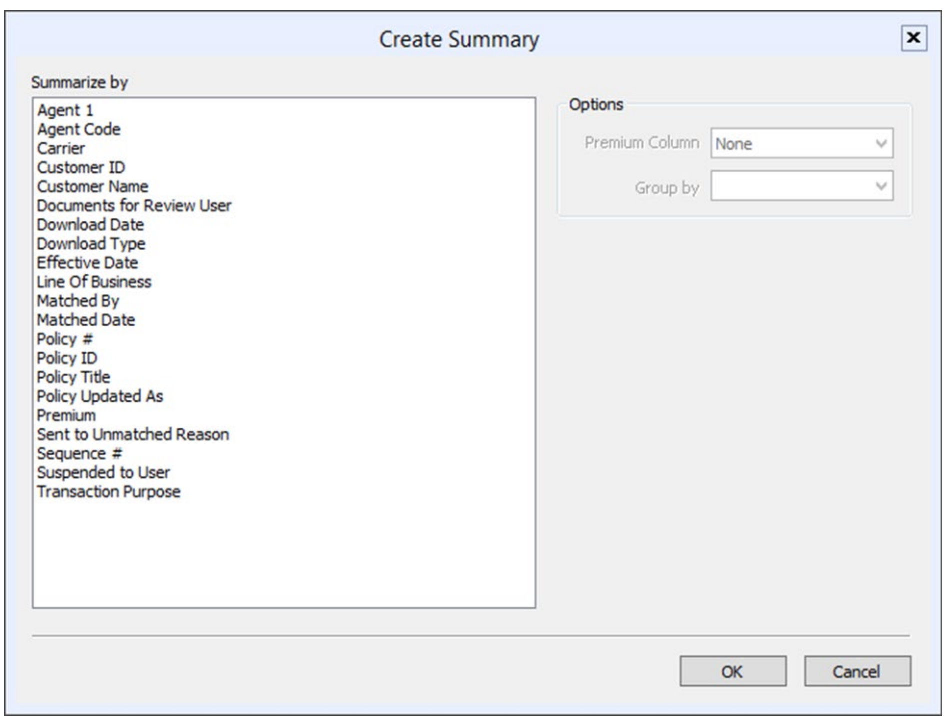
The information downloaded from Carriers and uploaded into HawkSoft.

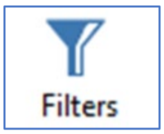
This report can be summarized by several different fields. The filters can be changed to look at prior dates and the columns can be added/deleted for customized needs.

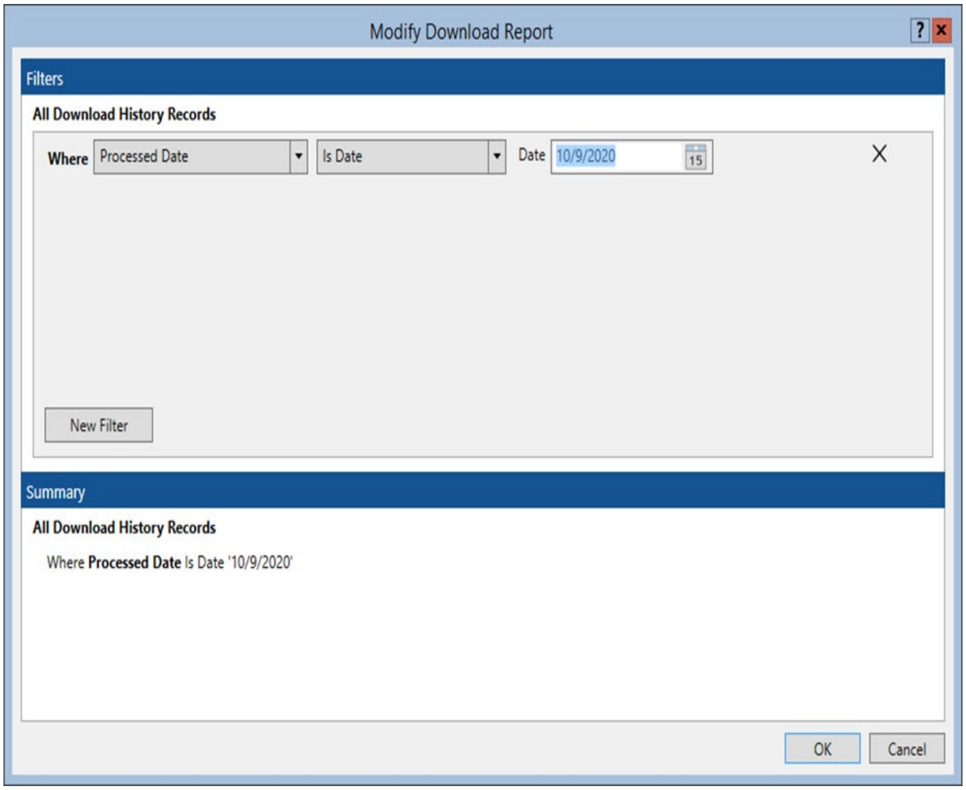


#	Sequence #	Download Date	Download Type	Transaction Purpose	Line Of Business	Carrier	Agent 1	Effective Date	Sent
1	3783	09/08/2020	Policy Update	Renewal	AUTOP	Enumclaw P & C	AJC	10/09/2020	
2	4195	08/31/2020	Policy Update	Renewal	AUTOP	Grange Insurance Association	CLH	10/09/2020	
3	3335	08/21/2020	Policy Update	Renewal	HOME	The Travelers Home and Marine Company	AAJ	10/09/2020	
4	6151	08/31/2020	Policy Update	Renewal	AUTOP	Grange Insurance Association	AJC	10/09/2020	
5	4197	08/31/2020	Policy Update	Renewal	HOME	Grange Insurance Association	AJC	10/09/2020	
6	6109	08/31/2020	Policy Update	Renewal	AUTOP	Grange Insurance Association	ICH	10/09/2020	
7	4194	08/31/2020	Policy Update	Renewal	AUTOP	Grange Insurance Association	AJC	10/09/2020	
8	2290	08/21/2020	Policy Update	Renewal	HOME	Safeco Ins. Co of America	JMO	10/09/2020	
9	4201	08/31/2020	Policy Update	Renewal	PUMBR	Grange Insurance Association	SAS	10/09/2020	
10	0332	09/08/2020	Policy Update	Renewal	AUTOP	Mutual of Enumclaw	CLH	10/09/2020	
11	7878	09/08/2020	Policy Update	Renewal	HOME	Enumclaw P & C	CAC	10/09/2020	
12	0863	08/31/2020	Policy Update	Renewal	AUTOP	Grange Insurance Association	JMO	10/09/2020	
13	2293	08/21/2020	Policy Update	Renewal	AUTOP	Safeco Ins Co of Illinois	JMO	10/09/2020	
14	6368	08/21/2020	Policy Update	Renewal	HOME	Safeco Ins. Co of America	CAC	10/09/2020	
15	6107	08/31/2020	Policy Update	Renewal	AUTOP	Grange Insurance Association	CNP	10/09/2020	
16	6152	08/31/2020	Policy Update	Renewal	AUTOP	Grange Insurance Association	AJC	10/09/2020	
17	2705	09/08/2020	Policy Update	Renewal	AUTOP	Mutual of Enumclaw	ICH	10/09/2020	
18	2292	08/21/2020	Policy Update	Renewal	AUTOP	Safeco Ins Co of Illinois	JMO	10/09/2020	
19	0002	08/24/2020	Policy Update	Renewal	AUTOP	Essentia Insurance Co.	CNP	10/09/2020	

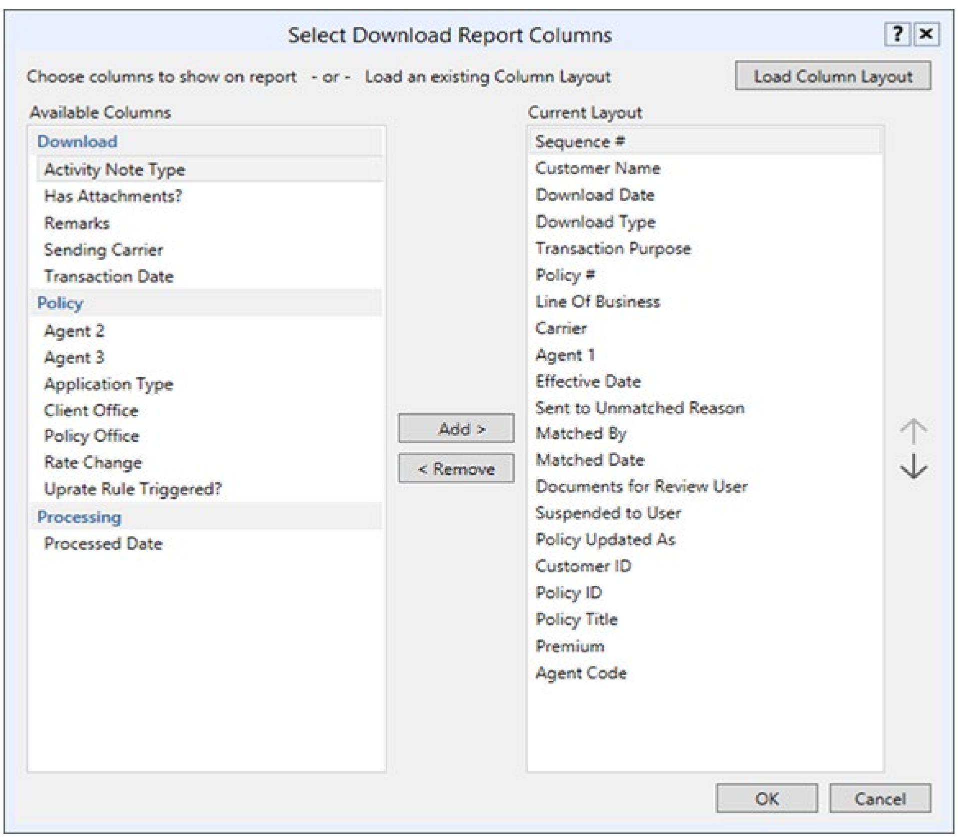





Filters


Modify Download Report
Filters
All Download History Records
Where Processed Date
Is Date
Date 10/9/2020
New Filter
Summary
All Download History Records
Where Processed Date Is Date '10/9/2020'
OK
Cancel

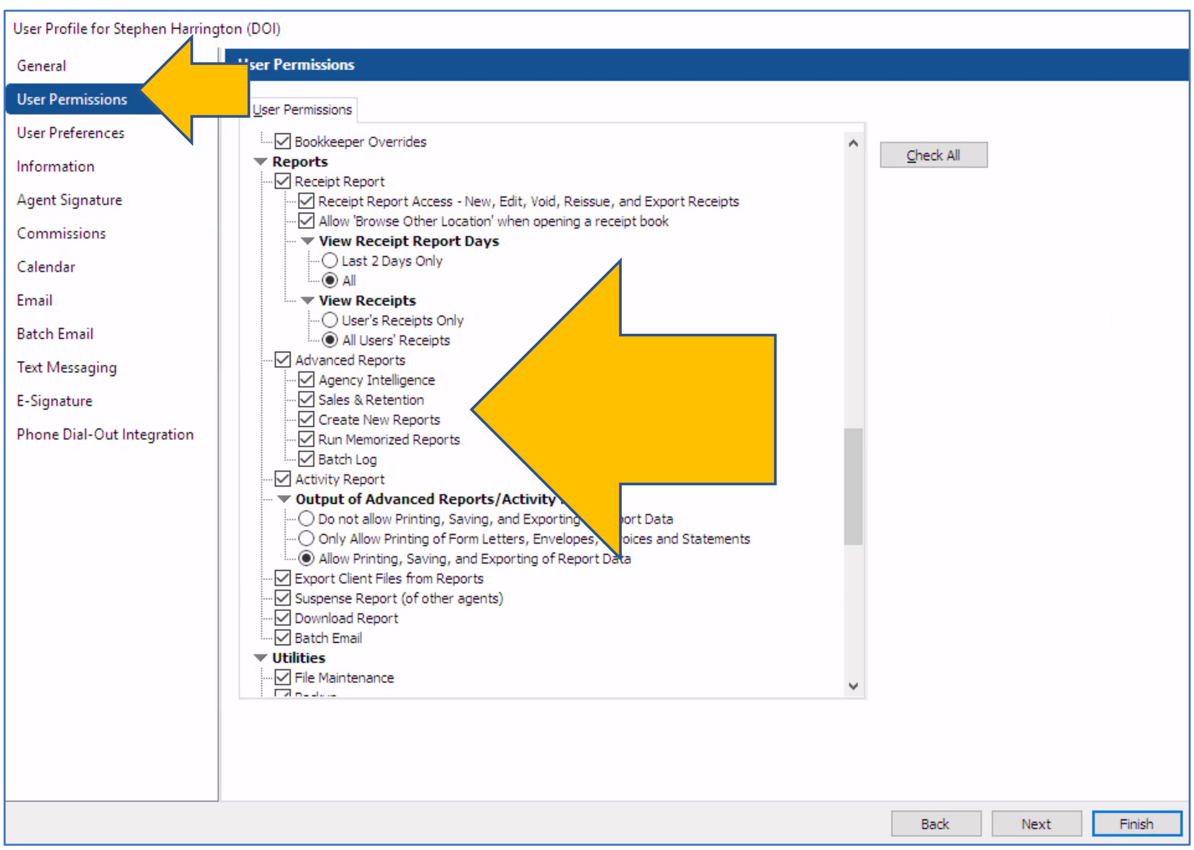

Columns


Select Download Report Columns
Choose columns to show on report - or - Load an existing Column Layout
Load Column Layout
Available Columns
Download
Activity Note Type
Has Attachments?
Remarks
Sending Carrier
Transaction Date
Policy
Agent 2
Agent 3
Application Type
Client Office
Policy Office
Rate Change
Uprate Rule Triggered?
Processing
Processed Date
Add >
< Remove
Current Layout
Sequence #
Customer Name
Download Date
Download Type
Transaction Purpose
Policy #
Line Of Business
Carrier
Agent 1
Effective Date
Sent to Unmatched Reason
Matched By
Matched Date
Documents for Review User
Suspended to User
Policy Updated As
Customer ID
Policy ID
Policy Title
Premium
Agent Code
OK
Cancel

User Permissions

Before you begin the process of cleanup, make sure you have the appropriate user permissions to complete the steps listed in this document. If you are the system administrator of CMS, you have the permissions need. If you are not the administrator, have the administrator check your permissions:

1. Go to **Tools**->**User List**.
2. Highlight a name and click the **Edit** button.
3. Click on **User Permissions** on the left menu.
4. The following permissions need to be check marked:
    a. **Reports**->**Advanced Reports**->**Agency Intelligence**
    b. **Reports**->**Advanced Reports**->**Sales & Retention**
    c. **Reports**->**Advanced Reports**->**Create new Reports**
    d. **Utilities**->**File Maintenance**
    e. **Setup**->**Policy/Company Setup**
    f.

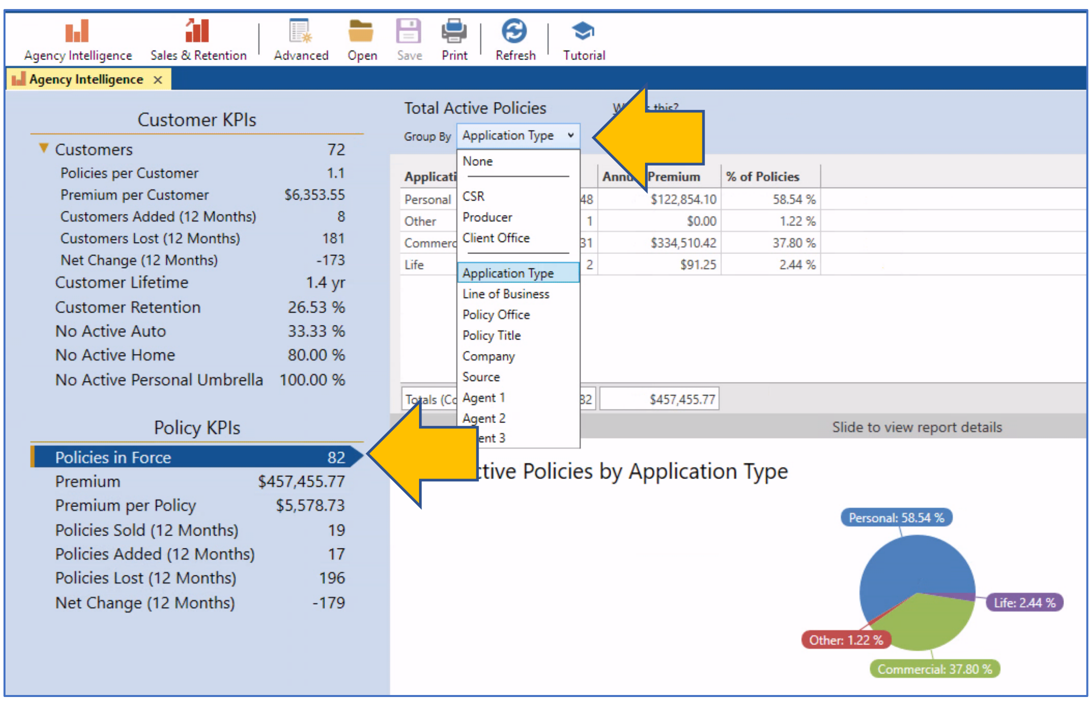


Using Agency Intelligence Reports for Database Cleanup

A lot of agencies review the Agency Intelligence Report to see how the agency is performing. This is a great place to start in keeping your data clean and up to date. These reports will start with running the Agency Intelligence report using Policy KPIs as shown in the directions below.

Running the Agency Intelligence Report

1. Click **Reports->Agency Intelligence.**
2. On the left menu, under **Policy KPIs**, click **Policies in Force.**
3. On top of the right-hand side, click **Group By** to select an area to work on cleaning up. The **Group By** options are: **None, CSR, Producer, Client Office, Application Type, Line of Business, Policy Office, Policy Title, Company, Source, Agent 1, Agent 2, Agent 3**.
4.



Saving a Report

As you run the Agency Intelligence report, or any Advanced Report in HawkSoft, you may find that the cleanup list is quite extensive. If you do not have time to address the report in its entirety, you can save the report to the desktop and come back to it later. *This will be a static report, meaning the data will never change even if you've updated the account.*

Saving the report allows you to delegate work and assign a goal of records to complete each day/week/etc., to an individual. That individual will have to have permissions to access Agency Intelligence reports. When they have completed the saved report, you should always run the Freshen Indexes utility and then create a brand-new report to verify that all records have been corrected.

1. Once you have drilled down to the data that needs to be cleaned on the report, click **File**->**Save As**.
2. Select a location to save the report.
3. Assign a **File name** and **Save As** DBaseIV (*.dbf) – this allows the report to remain interactive with HawkSoft. You will be able to open the client record directly from the report.
4. Click **Save**.

Now it's time to re-open the report and work on the list.

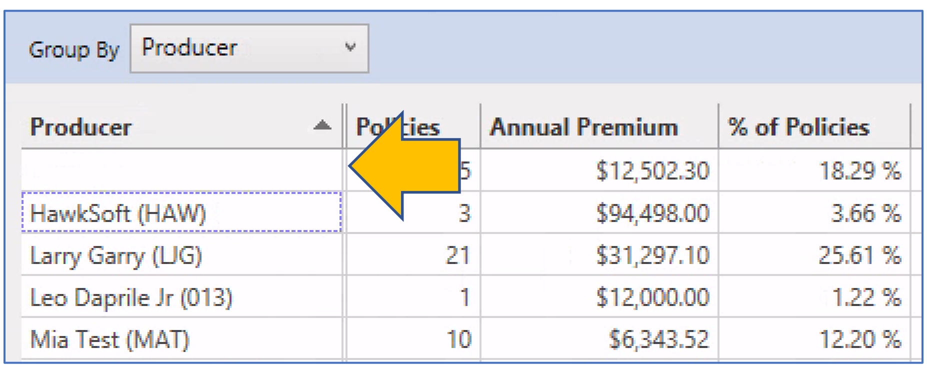
1. Open **Reports**-> **Agency Intelligence**.
2. Click **File**->**Open**.
3. Navigate to the report location.
4. Highlight the report name and click **Open**.
5. Double-click on a record to open the client or policy file that needs to be updated.

Cleanup Producer

Purpose of assigning a Producer to accounts: allows an agency to see metrics such as premium volume and number of policies each Producer is handling. This is also very important if your agency pays producers on commission or bonus.

This report will help you to identify clients that do not have a Producer assigned.

1. Run the Agency Intelligence report for **Policies in Force** and group by Producer (see Running the Agency Intelligence Report section for detailed instructions)
2. Click on the **Producer** column heading to sort in alphabetical order.
3. Scroll to the top to see if a blank line exists.
4. If so, double-click on the **Policies** number and a detailed report will open.
5. Double-click into each client (there may be multiple policies for same client). You only need to fix the Producer once at the client level.
6. Assign a Producer to the account using **Action**->**Internal**->**Change Client**.
7. Select a Producer and click **Finish**.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run the Agency Intelligence report and verify that there are no blank lines.


Group By Producer

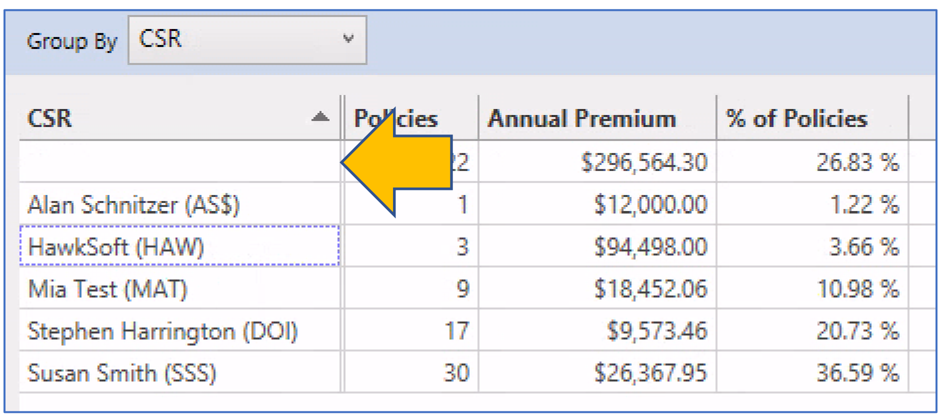
Producer	Policies	Annual Premium	% of Policies
	5	$12,502.30	18.29 %
HawkSoft (HAW)	3	$94,498.00	3.66 %
Larry Garry (LJG)	21	$31,297.10	25.61 %
Leo Daprile Jr (013)	1	$12,000.00	1.22 %
Mia Test (MAT)	10	$6,343.52	12.20 %

Cleanup CSR

Purpose of assigning CSR's to account: allows an agency to see metrics such as premium volume and number of policies each CSR is handling. This requires segmenting your book of business. Agencies do this in various ways (e.g. alpha split, line of business, company).

This report will help you to identify clients that do not have a CSR assigned.

1. Run the Agency Intelligence report for **Policies in Force** and group by CSR (see Running the Agency Intelligence Report section for detailed instructions).
2. Click on the **CSR** column heading to sort in alphabetical order.
3. Scroll to the top to see if a blank line exists.
4. If so, double-click on the **Policies** number and a detailed report will open.
5. Double-click into each client (there may be multiple policies for same client). You only need to fix the CSR once at the client level.
6. Assign a CSR to the account using **Action**->**Internal**->**Change Client**.
7. Select the CSR and click **Finish**.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run the Agency Intelligence report and verify that there are no blank lines.


Group By CSR

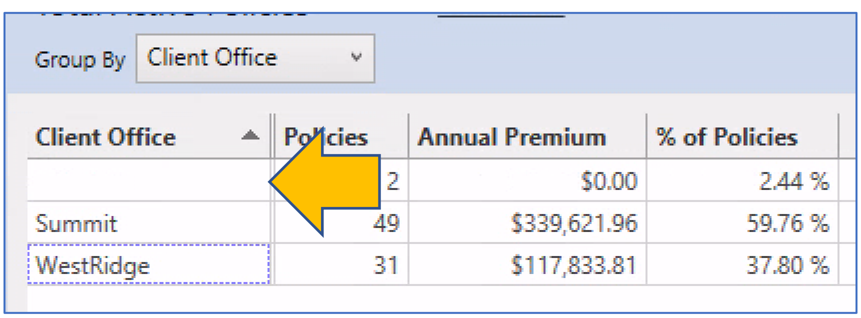
CSR	Policies	Annual Premium	% of Policies
	22	$296,564.30	26.83 %
Alan Schnitzer (AS$)	1	$12,000.00	1.22 %
HawkSoft (HAW)	3	$94,498.00	3.66 %
Mia Test (MAT)	9	$18,452.06	10.98 %
Stephen Harrington (DOI)	17	$9,573.46	20.73 %
Susan Smith (SSS)	30	$26,367.95	36.59 %

Cleanup Client Office and Policy Office

Purpose of assigning a Client Office to accounts: allows an agency to see metrics such as premium volume and number of policies each agency location is handling. It also helps identify how to direct calls when clients make contact with the agency.

This report will help you to identify clients that do not have a Client Office assigned.

1. Run the Agency Intelligence report for **Policies in Force** and group by Client Office (see Running the Agency Intelligence Report section for detailed instructions).
2. Click on the **Client Office** column heading to sort in alphabetical order.
3. Scroll to the top to see if a blank line exists.
4. If so, double-click on the **Policies** number and a detailed report will open.
5. Double-click into each client (there may be multiple policies for same client).
6. Assign a Client Office to the account on the client level. Then review the **Policy Office** on each policy and update if blank or incorrect on the **General Policy Information** tab.
7. Should all of your policies have the same Office as your client? If so, then the Policies number and Annual Premium on Agency Intelligence report should be the same when you group by Client Office or Policy Office.
8. When you run the report using group by Policy Office, once again, check for blank lines in case you have individual policies that are missing the Policy Office.
9. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
10. Run the Agency Intelligence report and verify that the numbers on the reports make sense.



Cleanup Client Status

Clients That Are Not Active but Have Active Policies

Many times, after we write an account, we forget to change the status to 'active'. This is a quick way to update those Prospects with an active policy to Active.

1. From the Database Cleanup report that you created, click **Summary**.
2. Select **CliStat** and click **OK**.
3. If you have active policies on any CliStat other than Active, the **Client Status** should be updated to Active or the policy should not be active.

Active Clients with No Active Policies

Many times, after we cancel an account, we forget to change the status to 'dead'. To find these accounts follow the steps below.

1. From the Database Cleanup report that you created, click **Summary**.
2. Select **CliStat** and click **OK**.
3. Double-click on **Active** line to open these records.
4. Click on **Summary**.
5. Select **CliType** and click **OK**.
6. Double-click on the **Customer** line to open these records.
7. Click on the **Active Pol** heading twice to sort in ascending order.
8. If you have records with **CliStat** Active, and **Active Pol** of 0, these clients should no longer be active (make the **Client Status** Prospect, Dead, etc.). An exception to this is if you are waiting for a new policy to be issued or downloaded, it can remain an Active client.

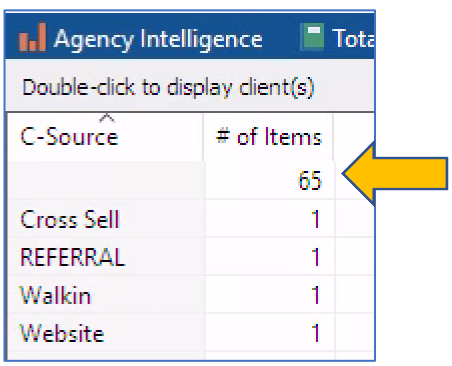
Cleanup Client & Policy Source

Purpose of assigning the source: allows an agency to see where the client or policy came from. This can help an agency decide where to focus their attention for marketing and relationship building. This can also be a great way to track how successful a specific campaign is.

This report will help you to identify Clients that do not have a Source assigned.

1. Run the Agency Intelligence report for **Customers** and group by None (see Running the Agency Intelligence Report section for detailed instructions)
2. Double-click on the **Customers** number and a new report will open.
3. Click **Layout**->**Add/Edit**->select **Client Source**->**OK**->**Finish** and a new report will open.
4. Click **Summary**->**C-Source**->**OK**
5. Click on the **Source** column heading to sort in alphabetical order.
6. Scroll to the top to see if a blank line exists.
7. If a blank line exists, click on the number under **# of Items**.
8. A new report will open. Double-click on each policy and determine if these should be assigned to a more relevant Source on the **Name and Address** tab.
9. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
10. Run the Agency Intelligence report and verify that there are now no blank Sources.

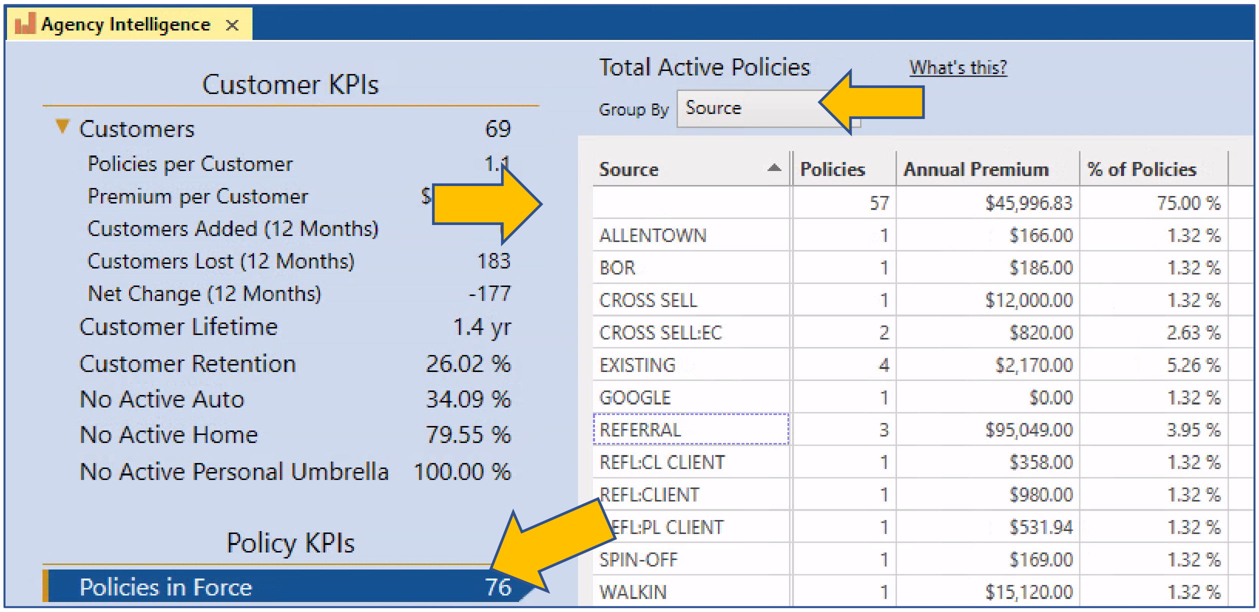
Run the Agency Intelligence report again and verify that there are now no blank C-Sources.



This report will help you to identify policies that do not have a Source assigned.

1. Run the Agency Intelligence report for **Policies in Force** and group by Source (see Running the Agency Intelligence Report section for detailed instructions)
2. Click on the **Source** column heading to sort in alphabetical order.
3. Scroll to the top to see if a blank line exists.
4. If so, double-click on the **Policies** number and a detailed report will open.
5. Double-click to open a policy.
6. Assign a Source type to the policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **General Policy Information** tab.

7. On the report, are there policies with an Application Type of "Other?"
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run the Agency Intelligence report and verify that there are now no blank Sources.

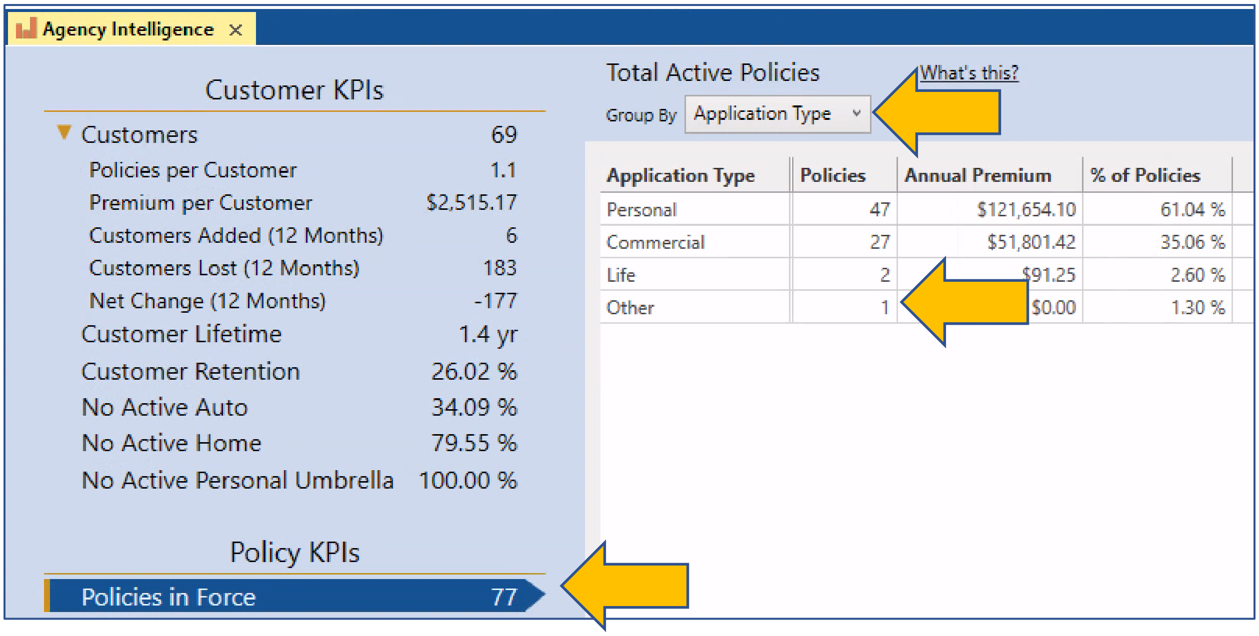


Cleanup Application Type

Purpose of assigning the application type: allows an agency to see metrics such as premium volume and number of policies for each application type: Agriculture, Commercial, Health, Life, Other, Personal, Surety Bond. The list is pre-set by HawkSoft and cannot be edited.

This report will help you to identify policies that do not have an Application Type assigned or are listed with an Application Type of Other.

1. Run the Agency Intelligence report for **Policies in Force** and group by Application Type (see Running the Agency Intelligence Report section for detailed instructions)
2. Click on the **Application Type** column heading to sort in alphabetical order.
3. Scroll to the top to see if a blank line exists. This is unlikely but could be a result of a conversion problem.
4. If so, double-click on the **Policies** number and a detailed report will open.
5. Double-click to open a policy.
6. Assign an Application type to the policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **General Policy Information** tab.
7. On the report, are there policies with an Application Type of "Other?"
8. If so, double-click on each policy and determine if these should be assigned to a more relevant Application Type on the **General Policy Information** tab.
9. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
10. Run the Agency Intelligence report and verify that there are no blank lines and relatively few or no "Other" policies.

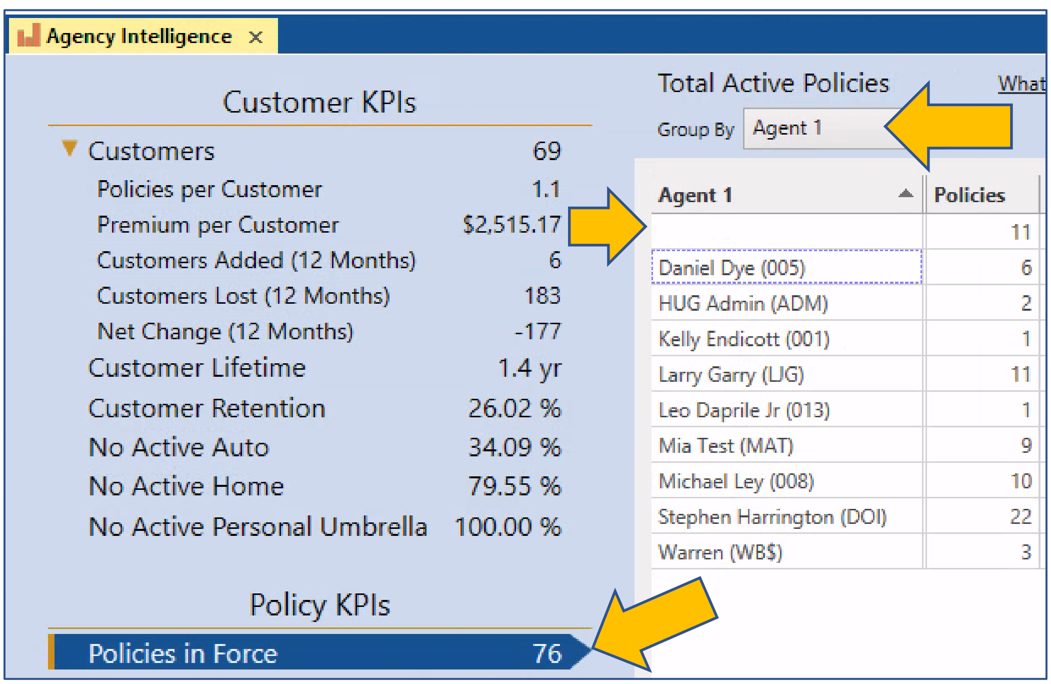

Agency Intelligence
Customer KPIs
Customers 69
Policies per Customer 1.1
Premium per Customer $2,515.17
Customers Added (12 Months) 6
Customers Lost (12 Months) 183
Net Change (12 Months) -177
Customer Lifetime 1.4 yr
Customer Retention 26.02 %
No Active Auto 34.09 %
No Active Home 79.55 %
No Active Personal Umbrella 100.00 %
Policy KPIs
Policies in Force 77
Total Active Policies
What's this?
Group By
Application Type
Application Type
Policies
Annual Premium
% of Policies
Personal 47 $121,654.10 61.04 %
Commercial 27 $51,801.42 35.06 %
Life 2 $91.25 2.60 %
Other 1 $0.00 1.30 %

Cleanup Agent 1, 2, 3

Purpose of assigning an Agent to a polcy: allows an agency assign specific policies to a person for servicing. Can also be used to pay commission or bonus at the policy level.

This report will help you to identify clients that do not have an Agent assigned.

10. Run the Agency Intelligence report for **Policies in Force** and group by Agent 1, Agent 2, or Agent3. (see Running the Agency Intelligence Report section for detailed instructions)
11. Click on the **Agent** column heading to sort in alphabetical order.
12. Scroll to the top to see if a blank line exists.
13. If so, double-click on the **Policies** number and a detailed report will open.
14. Double-click into each client. There may be multiple policies for same client. You will need to review the Agent for each policy.
15. Assign an Agent to the account using **Action**->**Internal**->**Change Client**.
16. Under **General Policy Information** Select an Agent and click **Finish**.
17. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
18. Run the Agency Intelligence report and verify that there are no blank lines.



Missing Info: Names, Numbers and Emails

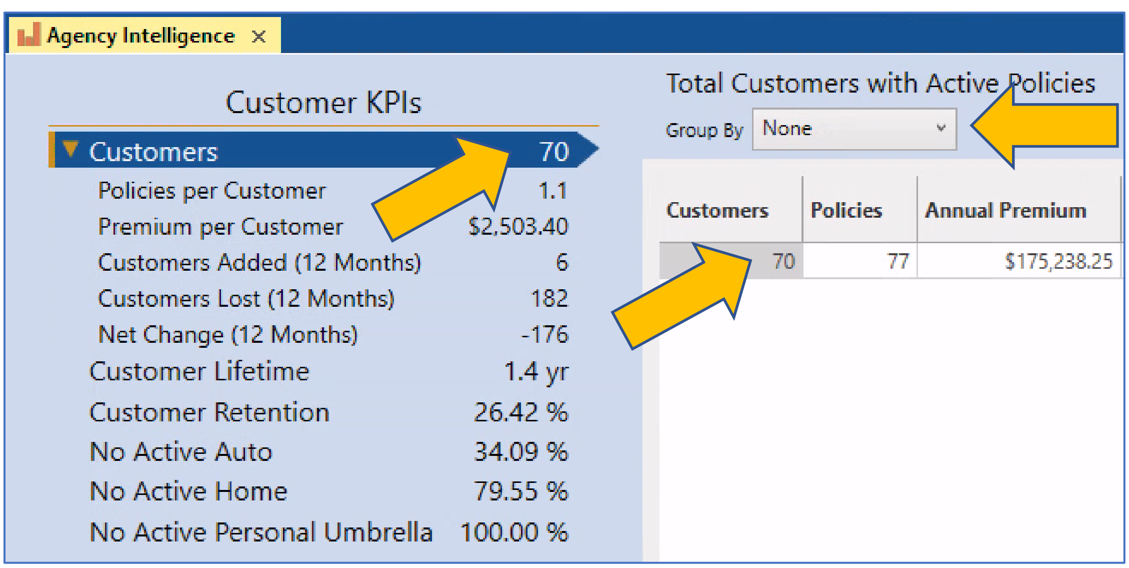
Accurate contact information is one of the most important things in a file. Without accurate contact information you may be unable to get ahold of your customer in the event of an urgent matter. When commercial accounts do not have a name associated with the policy, you may not have any idea of who to contact regarding the account. It is also important to note that if you decide to integrate with third-party software, not having a phone number, email or name linked to a contact profile may mean that integration will not function properly. (e.g. if you have a service that robocalls clients who have birthdays, it won't know the number to call if it's not associated with a contact profile in CMS, or You are integrating with a vendor that sends out automatic emails. If you are trying to customize the email body with merge fields, such as first and last name, these will be missing if you did not link the email to a contact profile in CMS).).

This will be a big project for many agencies. We recommend saving the report to a desktop as a list that users can work through. Instructions on saving report to the desktop and re-opening the report are located in the Using Agency Intelligence Reports for Database Cleanup section under Saving a Report.)

Cleanup Customers with no Last Names

Purpose: Having contact names for commercial clients allows you to use integration of names into emails, letters, and text messages.

1. Click **Reports**->**Agency Intelligence.**
2. On the left menu, click on **Customers** under **Customer KPIs.**
3. Select **Group By** None.
4. Double-click the **Customers** number on any line to pull up a list of all your accounts.



5. Click the column heading **Last** to sort alphabetically.

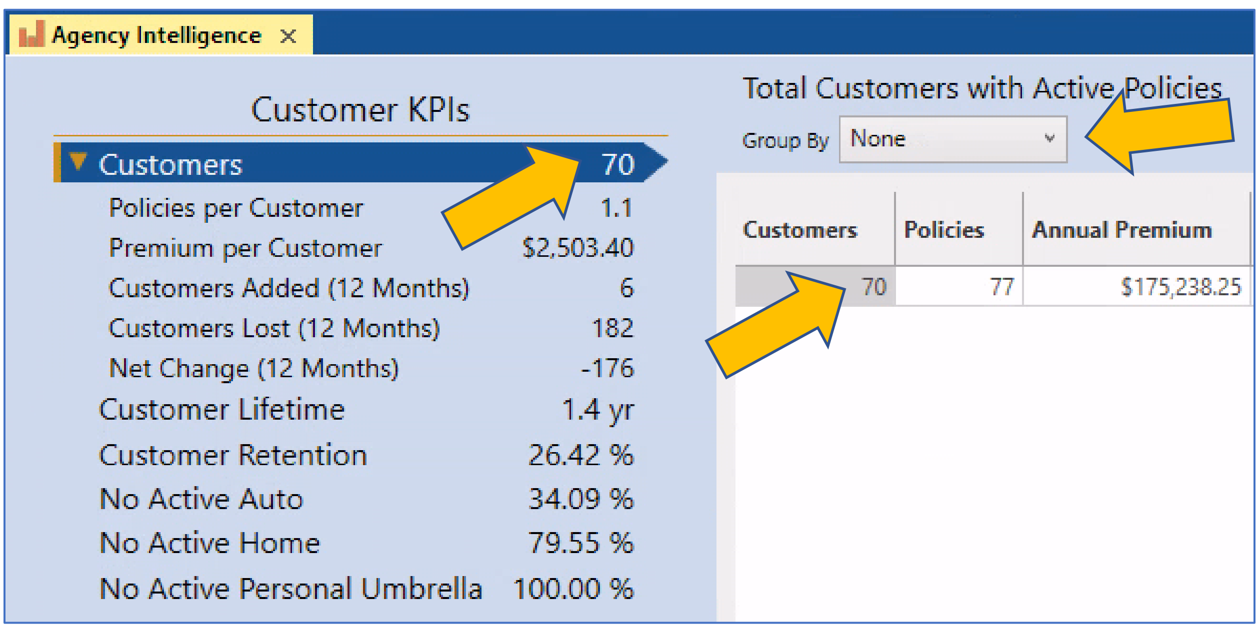
6. Check to see if accounts are missing last names which often are commercial accounts that have no individual shown as the contact.
7. Double-click to open the client record and update the last and/or first name as needed.

Cleanup Customers with no Phone Number

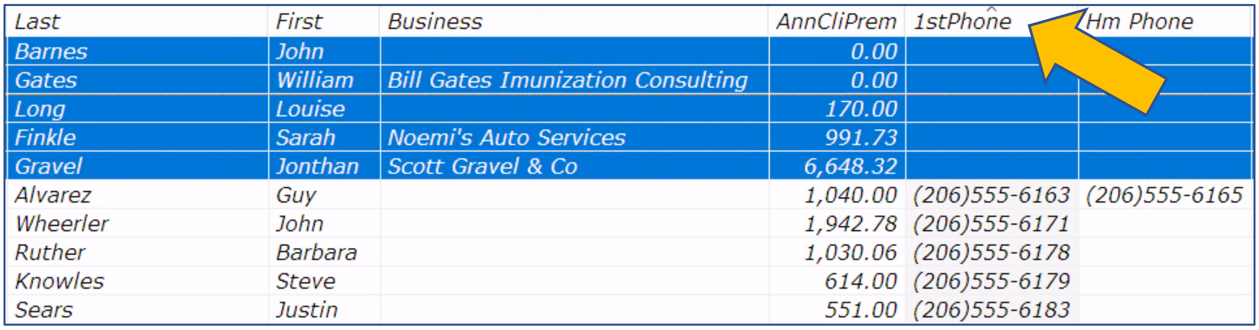
Purpose: Having contact information for clients allows for easier communication by phone.

Tip: As you are linking phone numbers to a contact profile, you may want to link any email addresses to a contact profile at the same time. You may find that due to download, sometimes you have the multiple profiles for the same individual, see page 21 on how to address duplicate contact profiles.

1. Click **Reports**->**Agency Intelligence.**
2. On the left menu, click on **Customers** under **Customer KPIs.**
3. Select **Group By** None.
4. Double-click the **Customers** number on any line to pull up a list of all your accounts.



5. Click on **Layout,** then **Add/Edit**. Select the box next to **Phone-Primary,** then click **OK>Finish**
6. Click the column heading **1st Phone** to sort the phone numbers.
7. Check to see if there are any accounts that are missing the phone numbers in this field. *If there are missing numbers, highlight the clients with the missing numbers, right-click and select **New Report from Selected Entries**.



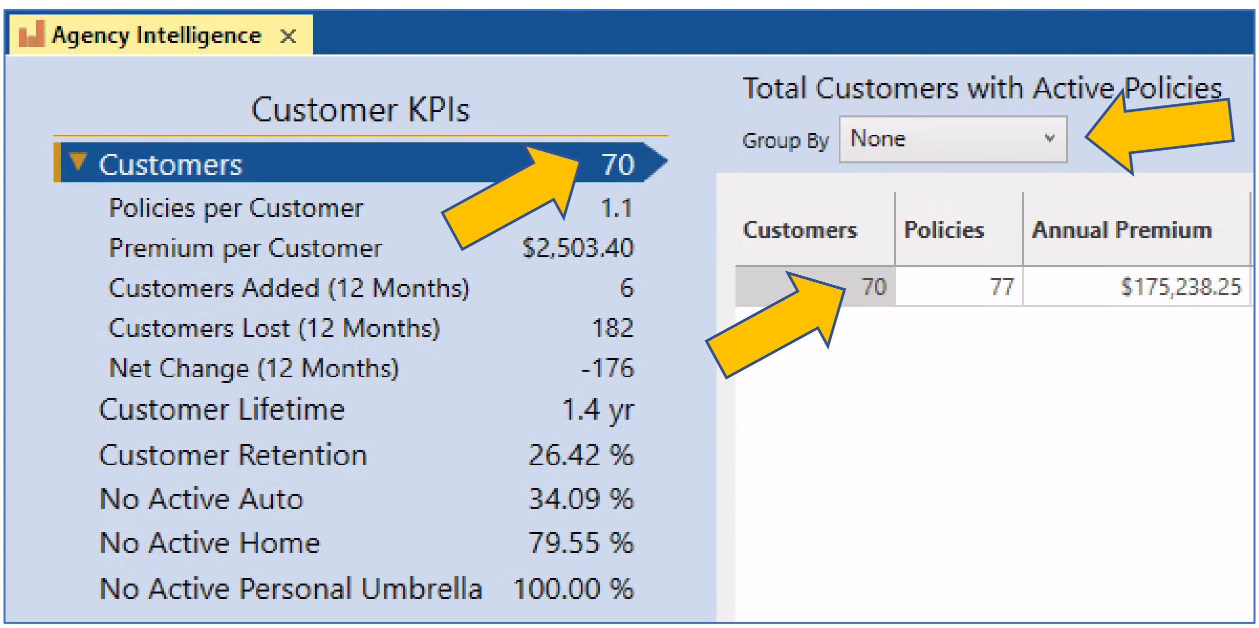
Last	First	Business	AnnCliPrem	1stPhone	Hm Phone
Barnes	John		0.00		
Gates	William	Bill Gates Imunization Consulting	0.00		
Long	Louise		170.00		
Finkle	Sarah	Noemi's Auto Services	991.73		
Gravel	Jonthan	Scott Gravel & Co	6,648.32		
Alvarez	Guy		1,040.00	(206)555-6163	(206)555-6165
Wheerler	John		1,942.78	(206)555-6171	
Ruther	Barbara		1,030.06	(206)555-6178	
Knowles	Steve		614.00	(206)555-6179	
Sears	Justin		551.00	(206)555-6183	

8. Once the new report opens check the other phone fields for a contact number.

Cleanup Customers with no Email

Purpose: Having contact information for clients allows for easier communication by email.

1. Click **Reports**->**Agency Intelligence.**
2. On the left menu, click on **Customers** under **Customer KPIs.**
3. Select **Group By** None.
4. Double-click the **Customers** number on any line to pull up a list of all your accounts.



5. Click on **Layout,** then **Add/Edit**. Select the box next to **Email-Primary,** then click **OK>Finish**
6. Click the column heading **1st Email** to sort the email addresses.
7. Check to see if there are any accounts that are missing the email in this field. *If there are missing emails, highlight the clients with the missing emails, right-click and select **New Report from Selected Entries**.

Last	First	Business	State	AnnCliPrem	1stEmail	Hm Email
Lathrop	Marie		WA	211.00	flower@none.com	flower@none.com
McClary	Jeremy	Candyland Ladies, LLC	WA	500.00	flo@none.com	
Sears	Justin		WA	551.00	craftygrandma@none.com	ygrandma@none.com
Collins	David		WA	682.00	bunny@none.com	
Nelson	Michael		WA	728.00	buffalo@non.com	
Lastname	Jeromie		OR	2,431.25	anna@home.com	anna@home.com
Gates	William	Bill Gates Imunization Consulting		0.00		
Bradsmith	Gregorio	Wash Services	WA	250.00		
Hiatt	Karl		WA	1,879.52		
Anderson	Abraham		WA	1,502.00		

Once the new report opens check the other phone fields for an email address.

Linking Phone Numbers and Emails to Contact Profile

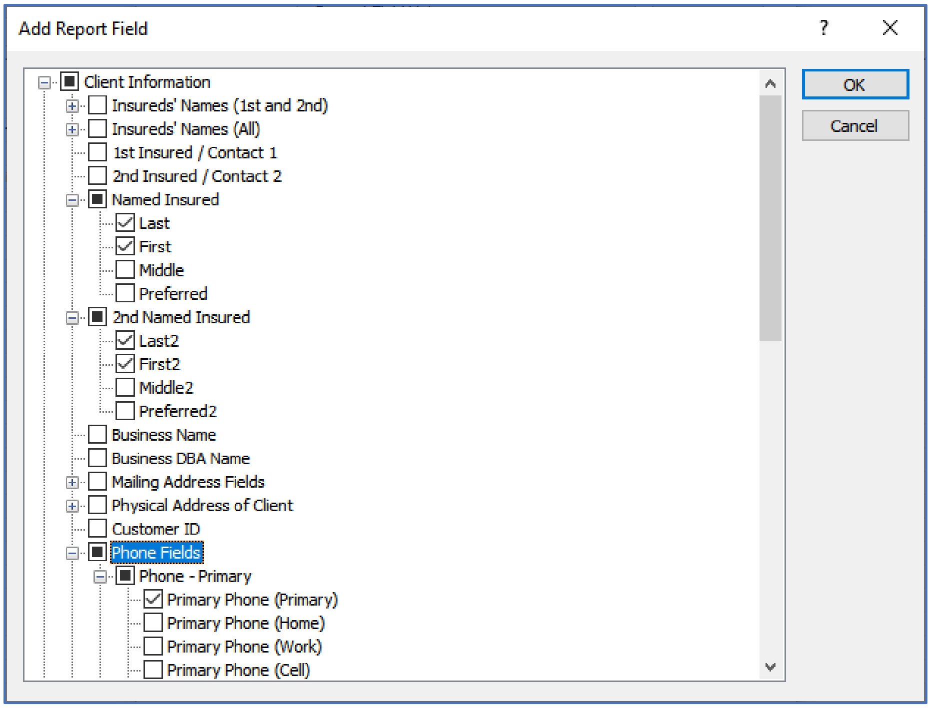
Purpose: When you integrate with third-party software, not having a phone number or email linked to a contact profile may mean that integration will not function properly. (e.g. if you have a service that robocalls clients who have birthdays, it won't know the number to call if it's not associated with a contact profile in CMS).

This will be a big project for many agencies. We recommend saving the report to a desktop as a list that users can work through.

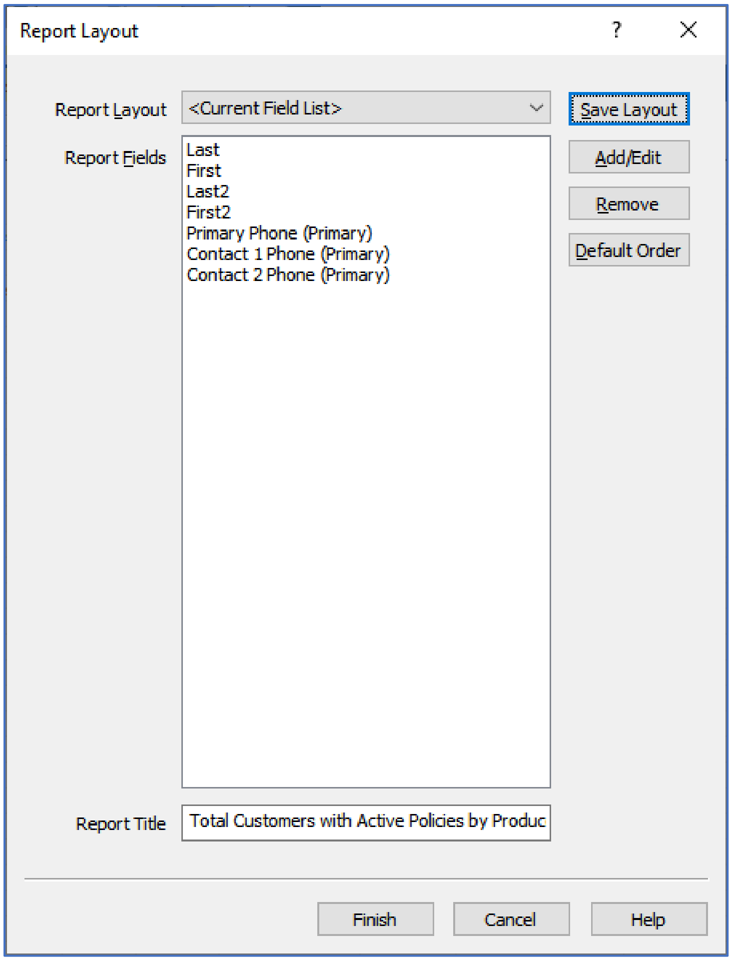
Tip: As you are linking phone numbers to a contact profile you should link the email addresses to the profile at the same time.

Click **Reports**->**Agency Intelligence.**

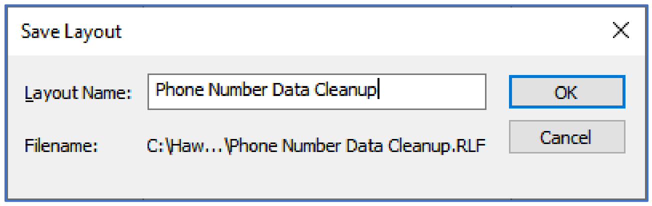
1. On the left menu, click on **Customers** under **Customer KPIs.**
2. Select **Group By** None.
3. Double-click the **Customers** number on any line to pull up a list of all your accounts.
4. Click the **Layout** button.
5. Click the **Add/Edit** button.
6. Uncheck the black box next to **Client Information** to remove all checks.



7. Check mark the fields below (some groups need to be expanded by clicking the **+** to access the sub-fields):
    a. **Named Insured** ->**Last**
    b. **Named Insured**->**First**
    c. **2nd Named Insured** ->**Last2**
    d. **2nd Named Insured** ->**First2**
    e. **Business Name**
    f. **Phone fields**->**Phone-Primary**->**Primary Phone (Primary)**
    g. **Phone fields**->**Phone- Contact 1**->**Contact 1 Phone (Primary)**
    h. **Phone fields**->**Phone-Contact 2**->**Contact 2 Phone (Primary)**
    i. **Email fields**->**Email-Primary**->**Primary Email (Primary)**
    j. **Email fields**->**Email- Contact 1**->**Contact 1 Email (Primary)**
    k. **Email fields**->**Email-Contact 2**->**Contact 2 Email (Primary)**
8. Click **OK**.
9. Click **Save Layout**.


Report Layout
?
Report Layout
<Current Field List>
Save Layout
Report Fields
Last
First
Last2
First2
Primary Phone (Primary)
Contact 1 Phone (Primary)
Contact 2 Phone (Primary)
Add/Edit
Remove
Default Order
Report Title
Total Customers with Active Policies by Produc
Finish
Cancel
Help

10. At the **Save Layout** screen, enter in a report name: Phone Number Data Cleanup and click **OK**.



11. Click **Finish** to the run report.
12. Click the **1st Phone** column. This will identify all those accounts that have no phone number at all. Time to start locating these phone numbers and enter them in your system.
13. Click on **C1 1st Ph** column heading to sort the column. Highlight all records that have an empty **C1 1st Ph** field (click on the first record, arrow down to the last record and shift+click to select the group) and make a new report (right-click, select **New Report from Selected Entries**).
14. Click on **C2 1st Ph** column heading to sort the column. Any record that has data in **1st Phone** but nothing in **C1 1st Ph** or **C2 1st Ph**, needs to have the phone number linked to profile. Currently phone numbers are not linked to a profile.
15. Click on **C1 1st Ph** column heading to sort the column– All those with no data in **C1 1st Ph** means that the first named insured does not have their phone number linked to their profile.
16. Click on **C2 1st Ph** column heading to sort the column– All those with no data in **C2 1st Ph** means that the second named insured does not have their phone number linked to their profile.

Using Advance Reports for Database Cleanup

The purpose of using Advanced Reports for your database cleanup is that it pulls all active and inactive clients and policies. (Archived clients and policies will still not show on these reports.) By cleaning all of the information in your database it will ensure that all data is uniform. Some third-party vendors use prior policies and clients for marketing or win back campaigns. If the data on the past client or policy is bad, the campaigns will result in wasted time, effort and money. One other great reason to clean all of the data is that if a policy reinstates, it will already be updated to your agencies standards.

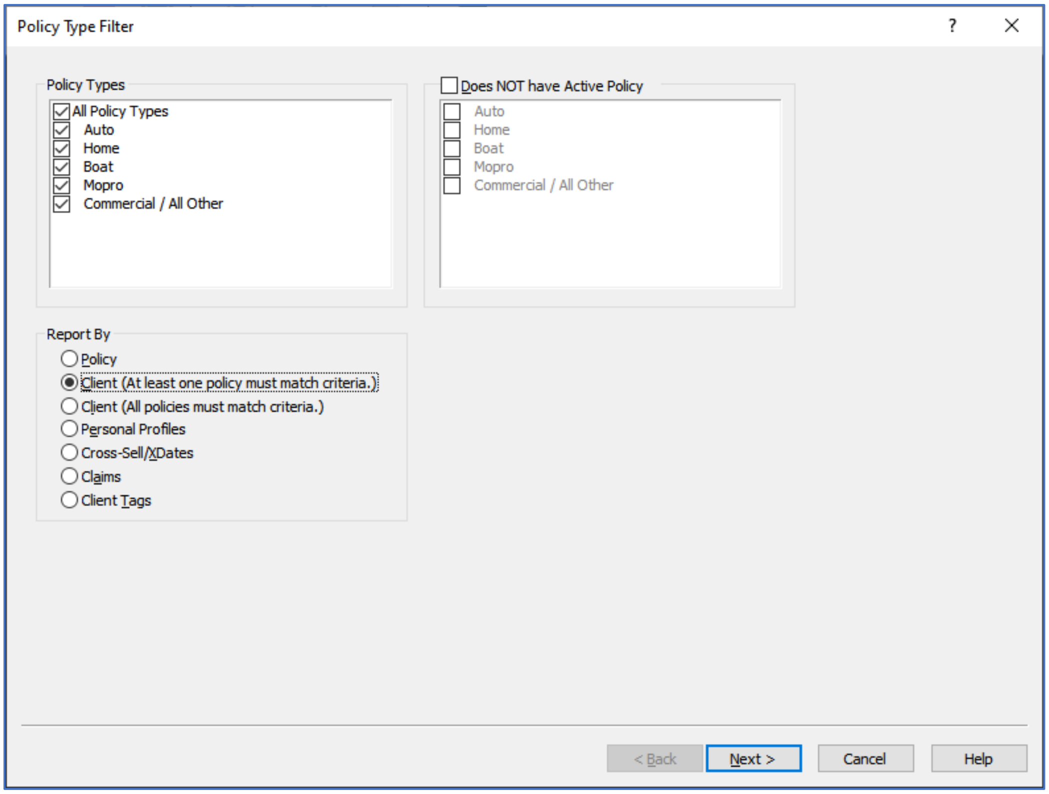
Creating the Custom Report Client Level

1. Click **Reports->Advanced Reports** and the **Report Generator** screen will open.

2. Click **<New Report>**.

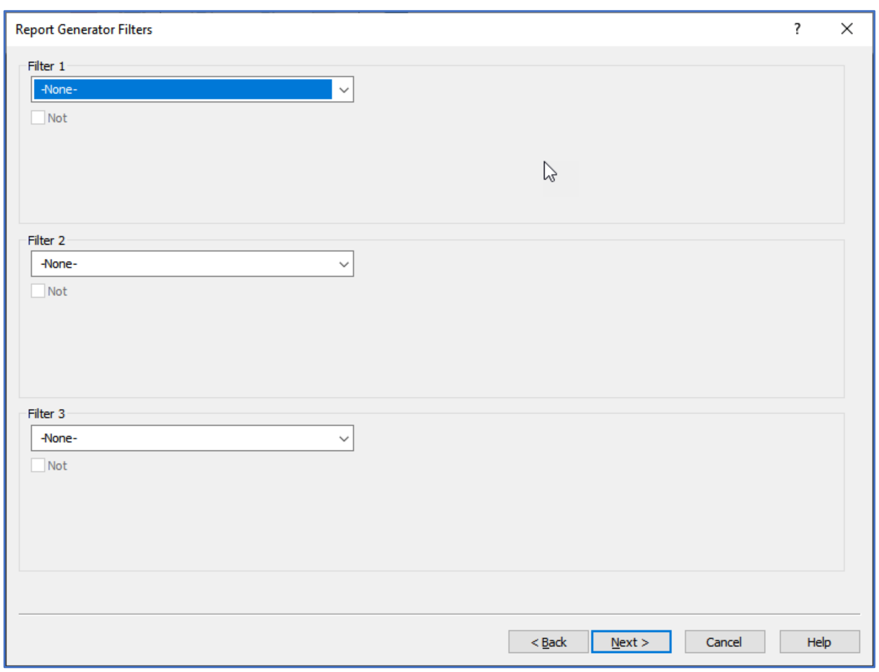
3. Under **Policy Types**, select All Policy Types.

4. Under **Report By**, select Client (At least one policy must match criteria).



5. Click **Next**.

6. For **Filter 1**, **Filter 2**, and **Filter 3** leave as None.

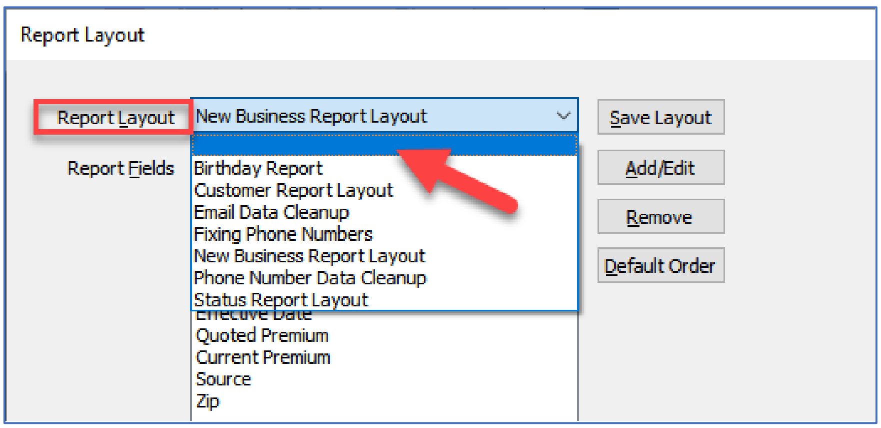


7. Click **Next**.

8. For **Filter 4**, **Filter 5** and **Filter 6** leave as None.

9. Click **Next**.

10. In **Report Layout** screen, click on the **Report Layout** dropdown and select the top blank line to clear all fields.



11. Click on the **Add/Edit** button.

12. Click on the **+** next to **Client Information** and place a check mark in the following fields:

    a. **Named Insured->Last**

    b. **Named Insured-> First**

    c. **Business Name**

    d. **Business DBA Name**

    e. **Active Policy Count**

    f. **Client Type**

    g. **Customer Type**

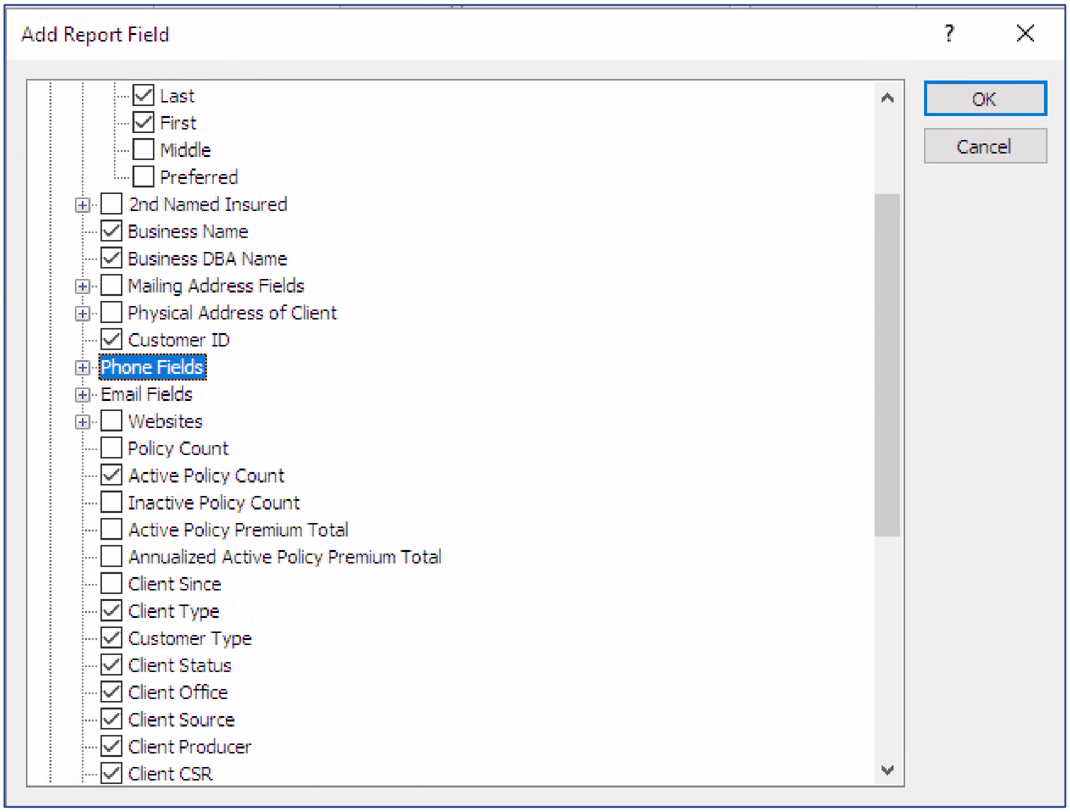
    h. **Client Status**

    i. **Client Office**

    j. **Client Source**

    k. **Client Producer**

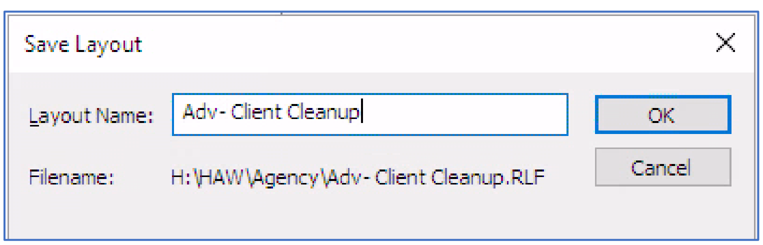
    l. **Client CSR**



13. Click **OK**

14. Click **Save Layout**.

15. Give the layout a name: Database Cleanup and click **OK**.

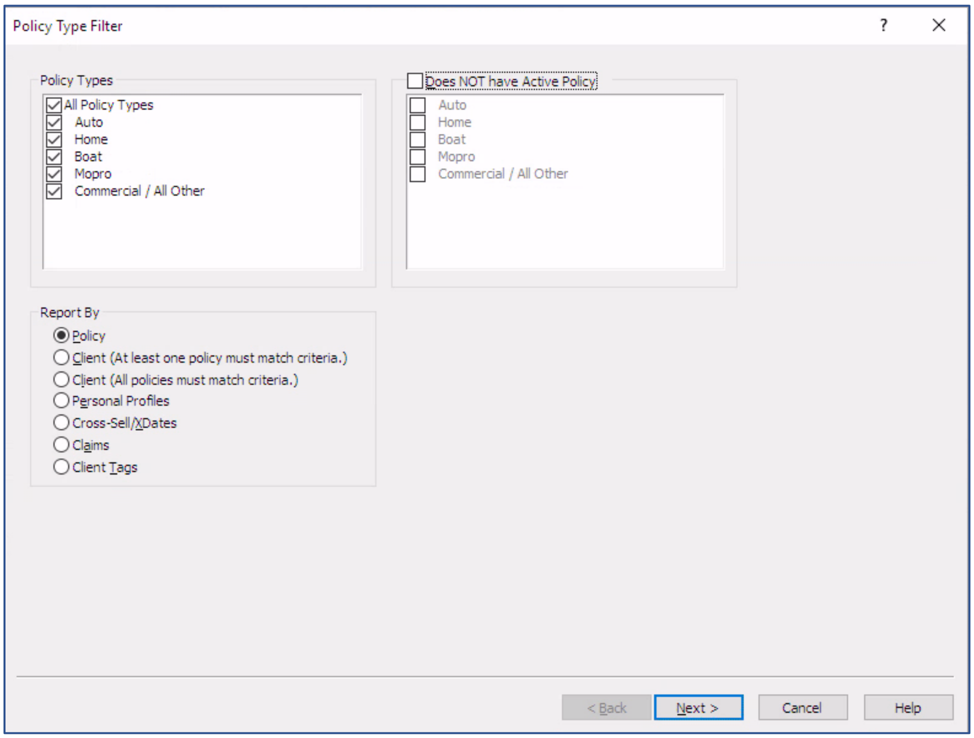


16. Click **Finish** to run the report.

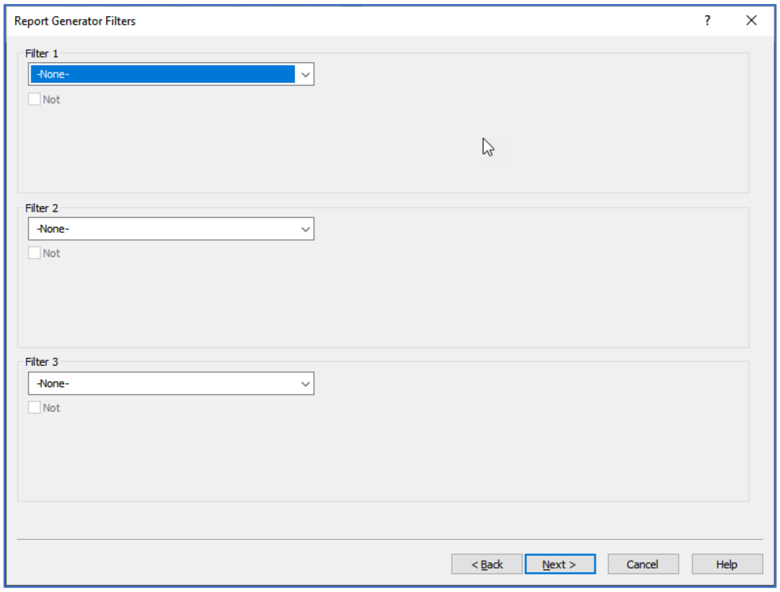
17. Save the report with Date and Title. Example: 10-16-2021 Client Cleanup

Creating the Custom Report Policy Level

1. Click **Reports**->**Advanced Reports** and the **Report Generator** screen will open.
2. Click **<New Report>**.
3. Click **Reports**->**Advanced Reports** and the **Report Generator** screen will open.
4. Click **<New Report>**.
5. Under **Policy Types**, select All Policy Types.
6. Under **Report By**, select Policy.



7. Click **Next**.
8. For **Filter 1**, **Filter 2**, and **Filter 3** leave as None.

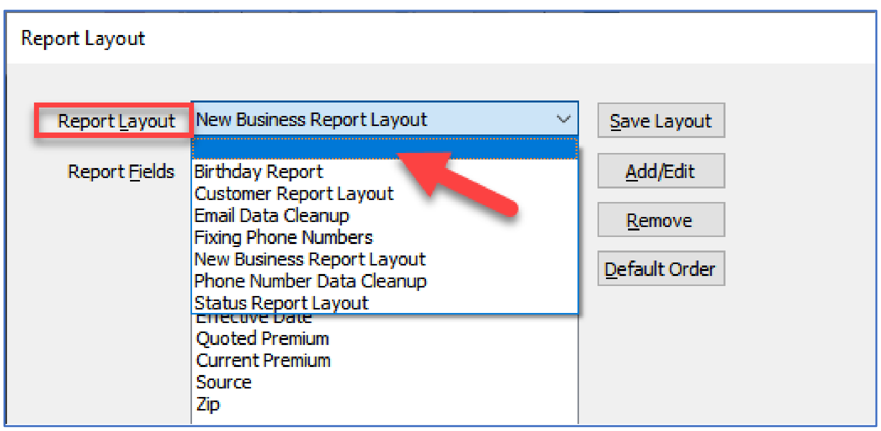


9. Click **Next**.

10. For **Filter 4**, **Filter 5** and **Filter 6** leave as None.

11. Click **Next**.

12. In **Report Layout** screen, click on the **Report Layout** dropdown and select the top blank line to clear all fields.



13. Click on the **Add/Edit** button.

14. Click on the **+** next to **Client Information** and place a check mark in the following fields:

    a. **Named Insured->Last**

    b. **Named Insured-> First**

    c. **Business Name**

    d. **Business DBA Name**

e. **Customer ID**

f. **Active Policy Count**

g. **Agent**

h. **Agent 2**

i. **Agent 2**

j. **Company**

k. **Program**

l. **Application Type**

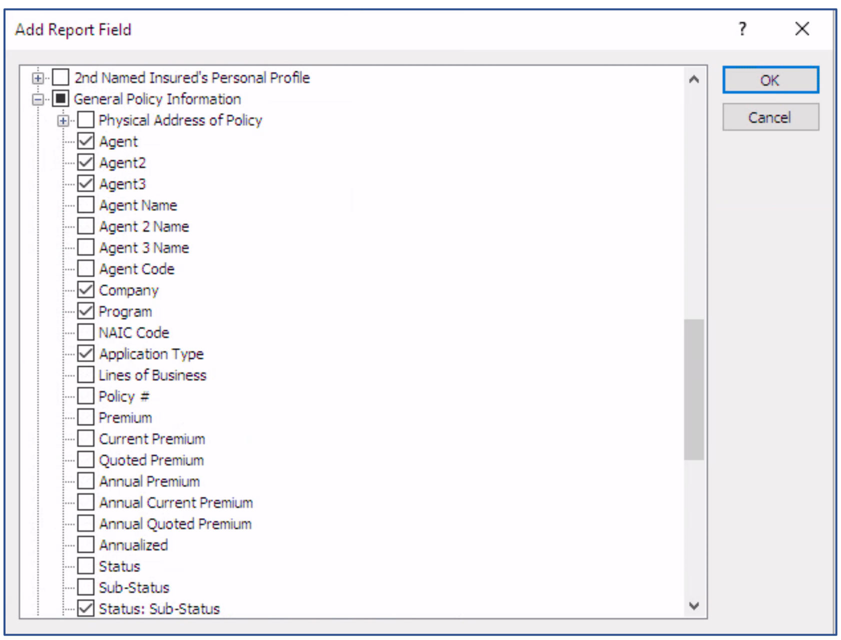
m. **Current Premium**

n. **Status:Sub Status**

o. **Office**

p. **Source**

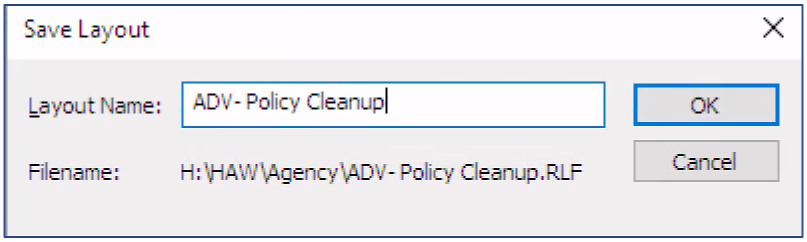
q. **Policy Title**



15. Click **OK**

16. Click **Save Layout**.

17. Give the layout a name: Database Cleanup and click **OK**.

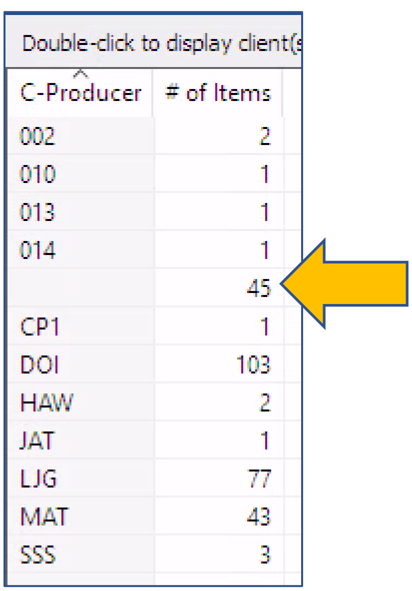


18. Click **Finish** to run the report.

19. Save the report with Date and Title. Example: 10-16-2021 Policy Cleanup

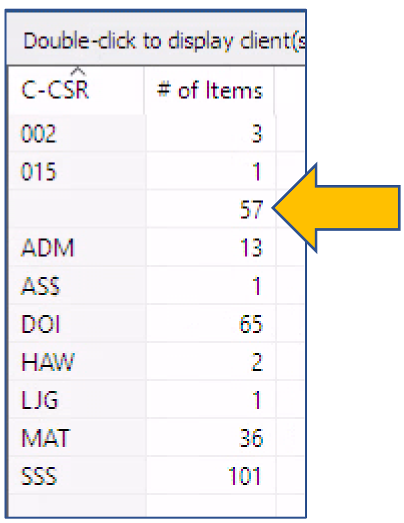
Cleaning up Producer & CSR

1. Open your saved Client Cleanup Report
2. Click **Summary**-> **C-Producer**-> **OK**
3. Click on the **C-Producer** heading twice to sort in ascending order.
4. If none of the items under C-Producer are blank you can move along to the next section.
5. If there is a blank under the C-Producer heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign a Producer to the Client using **Action**->**Internal**->**Change Client/Policy** and clicking on the **Client** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Client Cleanup report and verify that there are no blank lines.



Cleaning up CSR

1. Open your saved Client Cleanup Report
2. Click **Summary**-> **C-CSR**-> **OK**
3. Click on the **C-CSR** heading twice to sort in ascending order.
4. If none of the items under C-CSR are blank you can move along to the next section.
5. If there is a blank under the C-CSR heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign a CSR to the Client using **Action**->**Internal**->**Change Client/Policy** and clicking on the **Client** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Client Cleanup report and verify that there are no blank lines.



Cleaning up Client Status

1. Open your saved Client Cleanup Report
2. Click **Summary**-> **CliStat**-> **OK**
3. Click on the **CliStat** heading twice to sort in ascending order.
4. If none of the items under CliStat are blank you can move along to the next section.
5. If there is a blank under the CliStat heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign a Status to the Client using **Action**->**Internal**->**Change Client/Policy** and clicking on the **Client** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.

9. Run an updated Client Cleanup report and verify that there are no blank lines.

Double-click to display clier

CliStat	# of Items
Active	221
DeadFile	57
Prospect	2

Clean up Customer Type

1. Open your saved Client Cleanup Report
2. Click **Summary**-> **CliType**-> **OK**
3. Click **<New Report>**.
4. Click on the **CliType** heading twice to sort in ascending order.
5. Double-click on the number next to the **Customer** heading and a detailed report will open.
6. Click **Summary**-> **CustType**-> **OK**
7. Click on the **CustType** heading twice to sort in ascending order.
8. If none of the items under CustType are blank you can move along to the next section.
9. If there is a blank under the CustType heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
10. Double-click to open a policy.
11. Assign a Customer Type to the Client using **Action**->**Internal**->**Change Client/Policy** and clicking on the **Client** tab.
12. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
13. Run an updated Client Cleanup report and verify that there are no blank lines.

Double-click to display client(s)

CliType	# of Items	Premium	Active Pol
Vendor	1	0.00	0
Other	1	0.00	0
Agent/E...	2	0.00	0
Carrier	3	0.00	0
Customer	273	2	77

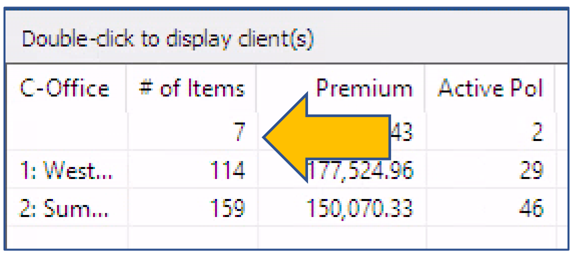
Double-click to display client(s)

CustType	# of Items	Premium	Active Pol
	3	73	3
Comme...	70	93,701.52	24
Personal	200	239,605.47	50

TIP: If you see a number in **Active Pol** under *Vendor, Other, Agent,* or *Carrier*, these records have a problem. Either the policy is not valid or the **Client Type** is incorrect.

Cleaning up Client Office

1. Open your saved Client Cleanup Report
2. Click **Summary**-> **C-Office**-> **OK**
3. Click on the **C-Office** heading twice to sort in ascending order.
4. If none of the items under C-Office are blank you can move along to the next section.
5. If there is a blank under the C-Office heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign an Office to the Client using **Action**->**Internal**->**Change Client/Policy** and clicking on the **Client** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Client Cleanup report and verify that there are no blank lines.



Cleaning up Client Source

1. Open your saved Client Cleanup Report
2. Click **Summary**-> **C-Source**-> **OK**
3. Click on the **C-Source** heading twice to sort in ascending order.
4. If none of the items under C-Source are blank you can move along to the next section.
5. If there is a blank under the C-Source heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign a Source to the Client using **Action**->**Internal**->**Change Client/Policy** and clicking on the **Client** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.

9. Run an updated Client Cleanup report and verify that there are no blank lines.

Double-click to display client(s)			
C-Source	# of Item	mium	Active Pol
	270	205,114.72	70
Cross Sell	2	12,000.00	1
Google	1	0.00	0
Referral	4	97,394.00	3
WALKIN	2	25,120.00	2
Website	1	0.00	1

Cleaning up Policy Office

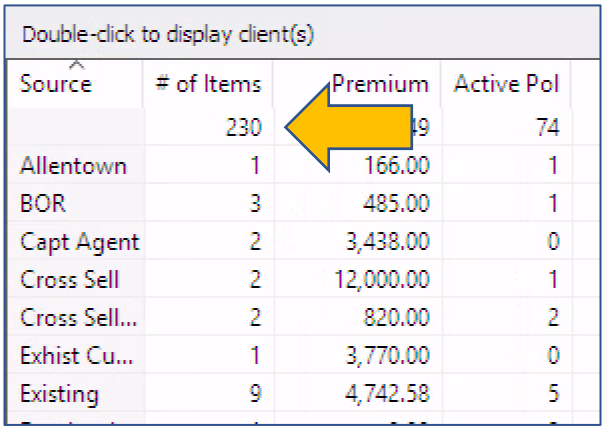
1. Open your saved Policy Cleanup Report
2. Click **Summary**-> **Office**-> **OK**
3. Click on the **Office** heading twice to sort in ascending order.
4. If none of the items under Office are blank you can move along to the next section.
5. If there is a blank under the Office heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign an Office to the Policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **GPI (General Policy Information)** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Policy Cleanup report and verify that there are no blank lines.

Double-click to display client(s)			
Office	# of Items	Premium	Active Pol
	15	5	7
1: West...	124	86,376.28	36
2: Sum...	175	151,679.19	68

Cleaning up Policy Source

1. Open your saved Policy Cleanup Report
2. Click **Summary**-> **Source**-> **OK**
3. Click on the **Source** heading twice to sort in ascending order.
4. If none of the items under Source are blank you can move along to the next section.
5. If there is a blank under the Source heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.

7. Assign a Source to the Policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **GPI (General Policy Information)** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Policy Cleanup report and verify that there are no blank lines.


Double-click to display client(s)

Source	# of Items	Premium	Active Pol
	230	49	74
Allentown	1	166.00	1
BOR	3	485.00	1
Capt Agent	2	3,438.00	0
Cross Sell	2	12,000.00	1
Cross Sell...	2	820.00	2
Exhist Cu...	1	3,770.00	0
Existing	9	4,742.58	5

Cleaning up Agent 1, 2, 3

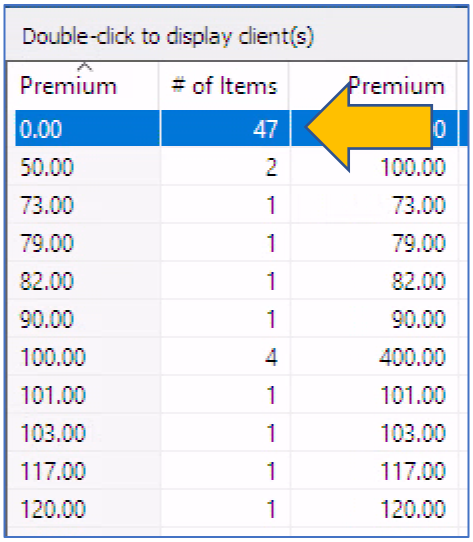
1. Open your saved Policy Cleanup Report
2. Click **Summary**-> **Agent**-> **OK**
3. Click on the **Agent** heading twice to sort in ascending order.
4. If none of the items under Agent are blank you can move along to the next section.
5. If there is a blank under the Agent heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign an Agent to the Policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **GPI (General Policy Information)** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Policy Cleanup report and verify that there are no blank lines.

Double-click to display client(s)

Agent	# of Items	Premium	Active Pol
001	1	0.00	1
002	1	800.00	0
005	8	110,637.05	14
008	18	8,946.23	11
010	1	0.00	0
013	1	12,000.00	1
014	1	5,299.00	0
	88	[illegible]01	16
ADM	3	250.00	6
CP1	1	0.00	0
DOI	79	60,413.85	27
HAW	3	17,819.00	0

Policies with No Premium

1. Open your saved Policy Cleanup Report
2. Click **Summary**-> **Premium**-> **OK**
3. Click on the **Premium** heading twice to sort in ascending order.
4. If none of the items under Premium are $0.00 you can move along to the next section.
5. If there is a $0.00 premium under the Premium heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign a Premium to the Policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **GPI (General Policy Information)** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Policy Cleanup report and verify that there are no blank lines.



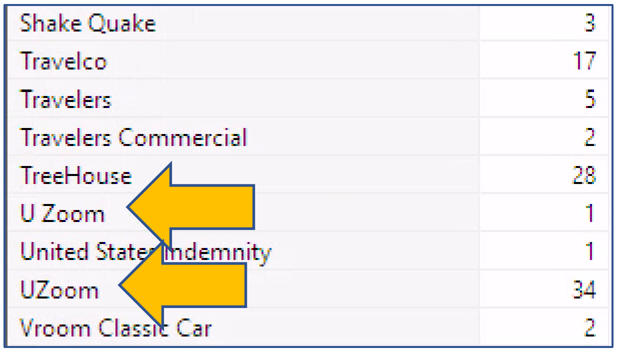
Double-click to display client(s)

Premium	# of Items	Premium
0.00	47	0
50.00	2	100.00
73.00	1	73.00
79.00	1	79.00
82.00	1	82.00
90.00	1	90.00
100.00	4	400.00
101.00	1	101.00
103.00	1	103.00
117.00	1	117.00
120.00	1	120.00

Correcting Policy/Company Setup

If a company has multiple names in your system, you will need to correct this in **Policy/Company Setup**. This process has multiple steps. *Address one company at a time and verify the data has been properly cleaned up before going to the next company. Start with a company that doesn't have many policies for practice.*

1. Open the Advanced Report for Client Cleanup, then group by Company. Determine which company has multiple names. Identify the company name that you prefer the most. This will be the company name that you will keep and will be consistently used going forward.
2. Go to **Policy/Company Setup**.
3. Look at each line of business tab and make the company name the same under each tab if it exists: **Auto**, **Home**, **Boat**, **Mopro**, **Commercial/Other**.
4. Also review each tab for duplicate names for the same company. Delete the duplicates (this will not remove the name from the existing policies).
5. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
6. Run an updated Policy Cleanup report and verify that there are no policies left under the prior companies.



Shake Quake	3
Travelco	17
Travelers	5
Travelers Commercial	2
TreeHouse	28
U Zoom	1
United States Indemnity	1
UZoom	34
Vroom Classic Car	2

Tip: If you do not find the company name in the **Policy/Company Setup**, you probably fixed it previously but did not update the policies.

Note: If there are a large number of accounts that need to be assigned to a different Company name, call HawkSoft Customer Support, and they will walk you through doing a "data replace" updating multiple records in one action. ***Important: Always run a CMS Backup immediately prior to running a data replace.***

Cleanup Company & Program

Purpose of assigning the Company: allows an agency to see metrics such as premium volume and number of policies for each Company. This is very important when you meet with your company sales force and for completing your errors and omissions application.

This report will help you to identify policies that do not have a Company assigned or help you identify duplications of companies in your **Policy/Company Setup**.

1. Open the Advanced Report for Policy Cleanup, then group by Company. Click on the **Company** column heading to sort in alphabetical order.
2. Scroll to the top to see if a blank line exists.
3. If so, double-click on the **Policies** number and a detailed report will open.
4. Double-click to open a policy.
5. Assign a Company to the policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **General Policy Information** tab.

Double-click to display client(s)

Company	# of Items
	1
<Agriculture Coverage Template>	1
<Prospect>	9
American Driving Records	1
Auto-Owners	1
Banner Life	1

Cleanup Policy Title

Purpose of looking at the Policy Title: allows an agency to see metrics such as premium volume and number of policies for each Policy Title. This can also be helpful in completing your errors and omissions application. Policy Titles can be used to easily identify special types of policies (e.g. Bonds- notary, secretary, title, janitorial, contractors, etc.)

This report will help you to identify duplications of Policy Titles in your Policy/Company Setup. It is not unusual for agencies to discover they have multiple titles for the same line of business (e.g. AUTOP, PAUTO, PERAUTO which should all be referencing a personal auto policy). For the purposes of this workshop, we will be addressing one line of business. You can extrapolate this to other lines of business. There are cases where a custom Policy Title for personal autos makes a great deal of sense for instance classic autos, might have a Policy Title of COLLECTOR. However, it does not make sense to have multiple codes for things that are not unique.

1. Open the Advanced Report for Policy Cleanup, then group by Company. Click on the **Company** column heading to sort in alphabetical order.
2. Scroll to the top to see if a blank line exists.
3. Click on the **Policy Title** column heading to sort in alphabetical order.
4. Determine how many Policy Titles you have that represent personal auto. Look for AUTOP (system default), PAUTO, PERAUTO, or any other code that represents personal auto that are not unique situations (e.g. Classic Auto).

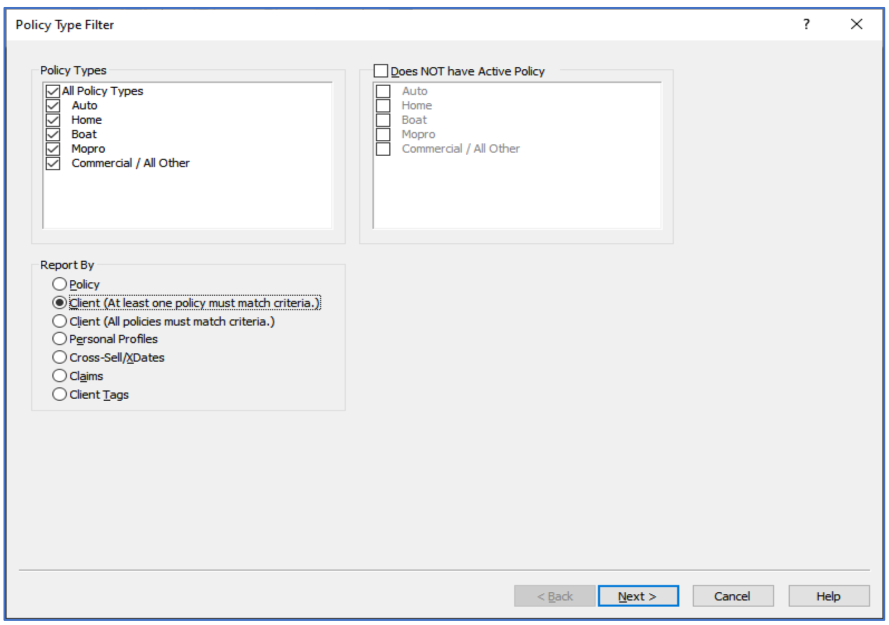
EVENT	1	$1,548.07
FARM	2	$3,189.00
HOME	8	$97,082.54
HOMEOWNERS	2	$1,486.00

Tip: You might want to correct the **Policy/Company Setup** before the individual policies, so that the invalid Policy Titles are no longer available for use.

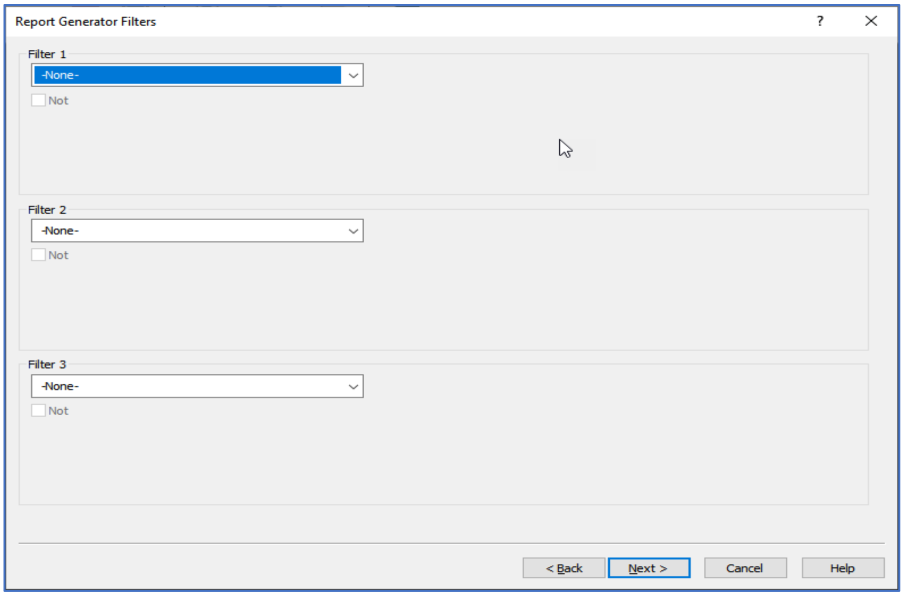
Running Advanced Cleanup Reports

Advanced- Client Level Cleanup Report

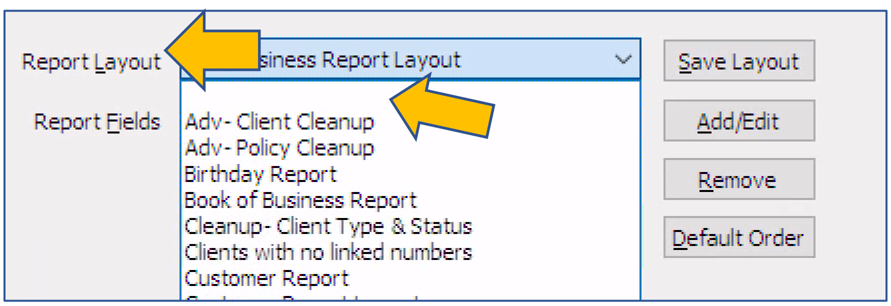
1. Click **Reports**->**Advanced Reports** and the **Report Generator** screen will open.
2. Click **<New Report>**.
3. Under **Policy Types**, select All Policy Types.
4. Under **Report By**, select Client (At least one policy must match criteria).



5. Click **Next**.
6. For **Filter 1**, **Filter 2**, and **Filter 3** leave as None.

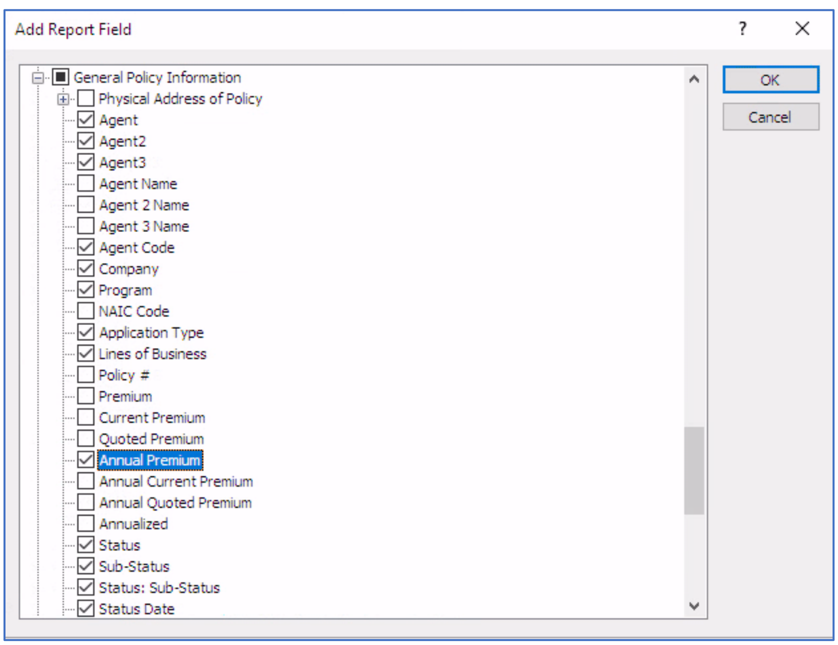


7. Click **Next**.
8. For **Filter 4**, **Filter 5** and **Filter 6** leave as None.
9. Click **Next**.
10. In **Report Layout** screen, click on the **Report Layout** dropdown and select the top blank line to clear all fields.

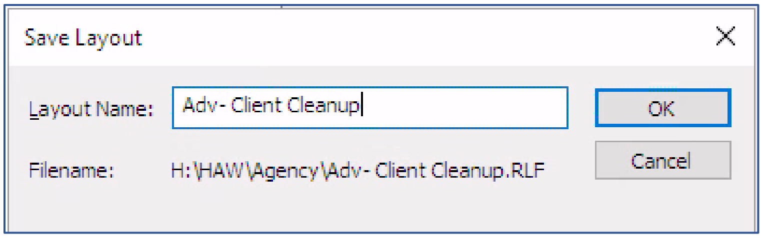


11. Click on the **Add/Edit** button.
12. Click on the **+** next to **Client Information** and place a check mark in the following fields:
    a. **Named Insured**-> **Last**
    b. **Named Insured**-> **First**
    c. **Names Insured**-> **Preferred**
    d. **2nd Named Insured**-> **Last**
    e. **2nd Named Insured**-> **First**
    f. **2nd Named Insured**-> **Preferred**
    g. **Named Insured**-> **First**
    h. **Mailing Address Fields**-> **Address**
    i. **Mailing Address Fields**-> **Address 2**
    j. **Mailing Address Fields**-> **City**
    k. **Mailing Address Fields**-> **State**

l. **Mailing Address Fields-> Zip**
m. **Phone-Primary-> Primary Phone (Primary)**
n. **Phone Contact 1-> Contact 1 Phone (Primary)**
o. **Phone Contact 2-> Contact 2 Phone (Primary)**
p. **Email- Primary-> Primary Email**
q. **Email- Contact 1-> Contact 1 Email**
r. **Email- Primary-> Contact 2 Email**
s. **Policy Count**
t. **Active Policy Count**
u. **Inactive Policy Count**
v. **Annualized Active Premium Total**
w. **Client Type**
x. **Customer Type**
y. **Client Status**
z. **Client Office**
aa. **Client Source**
bb. **Client Producer**
cc. **Client CSR**



13. Click **OK**
14. Click **Save Layout**.
15. Give the layout a name: “Adv- Client Cleanup” and click **OK**.

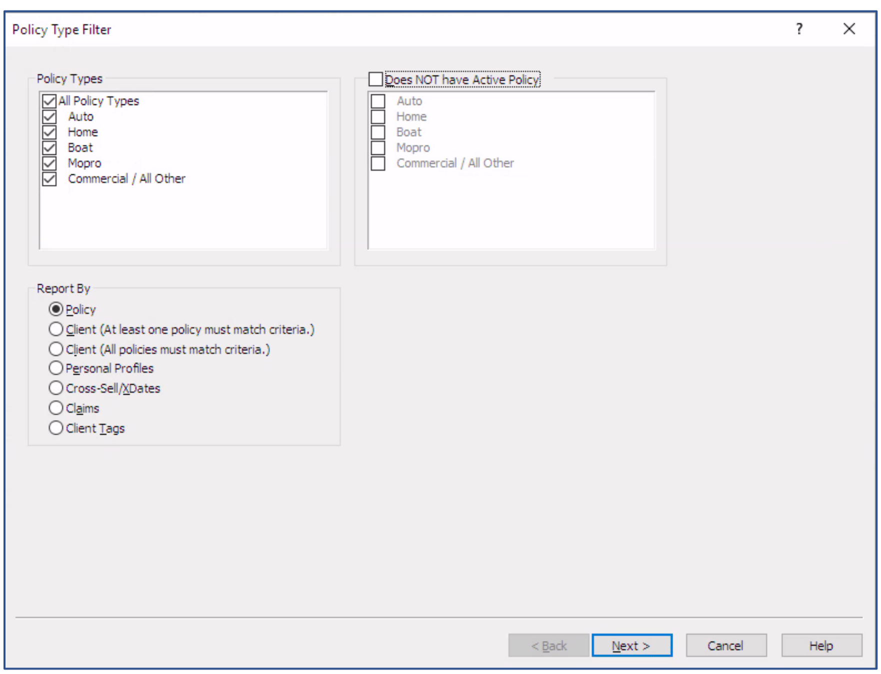


16. Click **Finish** to run the report.
17. Save the report with Date and Title. Example: 10-16-2021 Adv-Client Cleanup

TIP: Once your report has run, you can click the Layout button and remove or add data fields from your report. This way you can view more information or remove some information to make it easier to focus on the area you are reviewing.

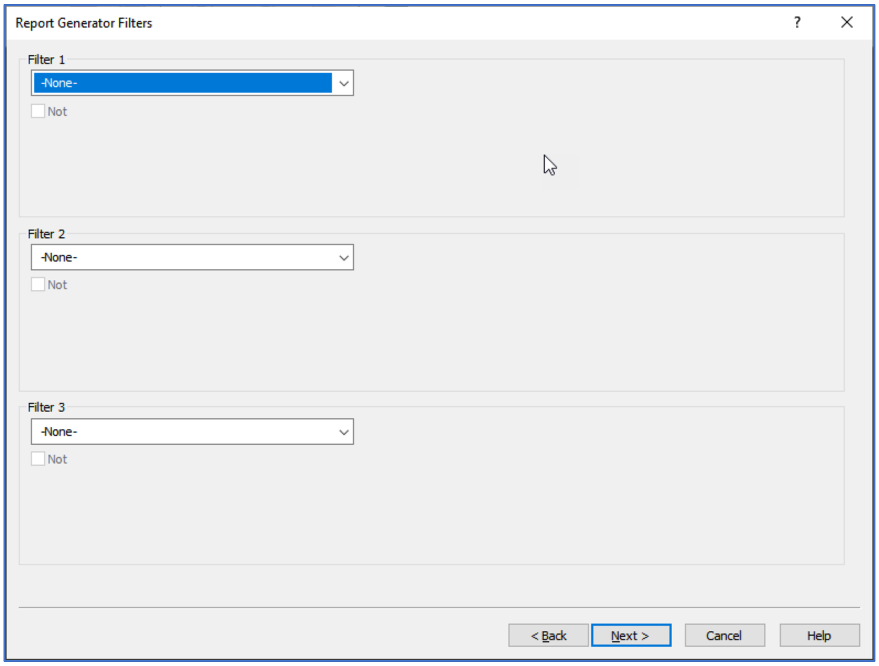
Advanced- Policy Level Cleanup Report

1. Click **Reports**->**Advanced Reports** and the **Report Generator** screen will open.
2. Click **<New Report>**.
3. Click **Reports**->**Advanced Reports** and the **Report Generator** screen will open.
4. Click **<New Report>**.
5. Under **Policy Types**, select All Policy Types.
6. Under **Report By**, select Policy.

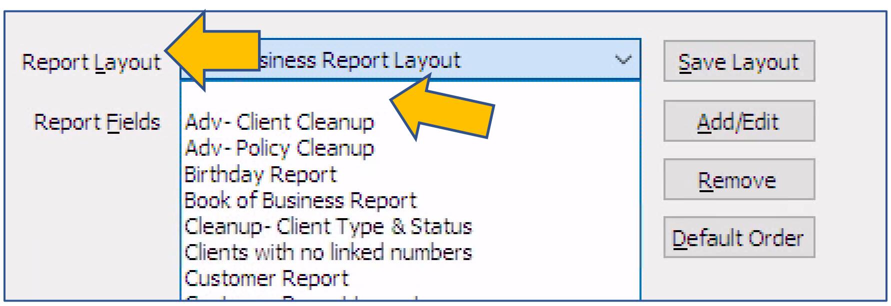


7. Click **Next**.

8. For **Filter 1**, **Filter 2**, and **Filter 3** leave as None.

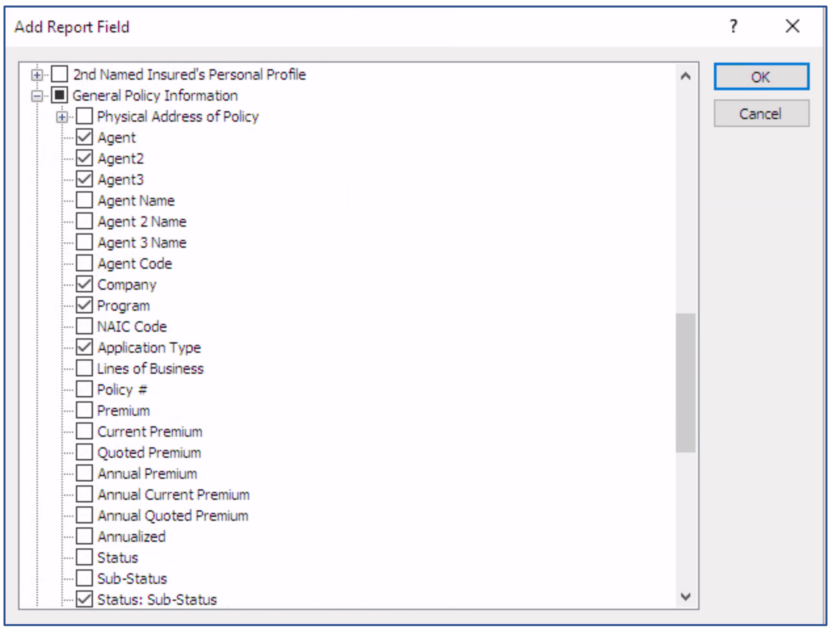


9. Click **Next**.
10. For **Filter 4**, **Filter 5** and **Filter 6** leave as None.
11. Click **Next**.
12. In **Report Layout** screen, click on the **Report Layout** dropdown and select the top blank line to clear all fields.

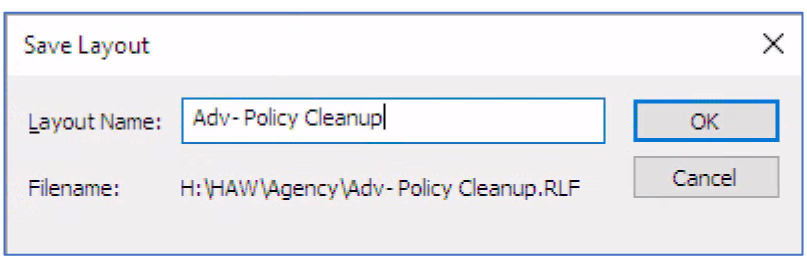


13. Click on the **Add/Edit** button.
14. Click on the **+** next to **Client Information** and place a check mark in the following fields:
    a. **Named Insured->Last**
    b. **Named Insured-> First**
    c. **Business Name**
    d. **Business DBA Name**
    e. **Customer ID**
    f. **Active Policy Count**

g. **Agent**
h. **Agent 2**
i. **Agent 2**
j. **Company**
k. **Program**
l. **Application Type**
m. **Current Premium**
n. **Status:Sub Status**
o. **Office**
p. **Source**
q. **Policy Title**



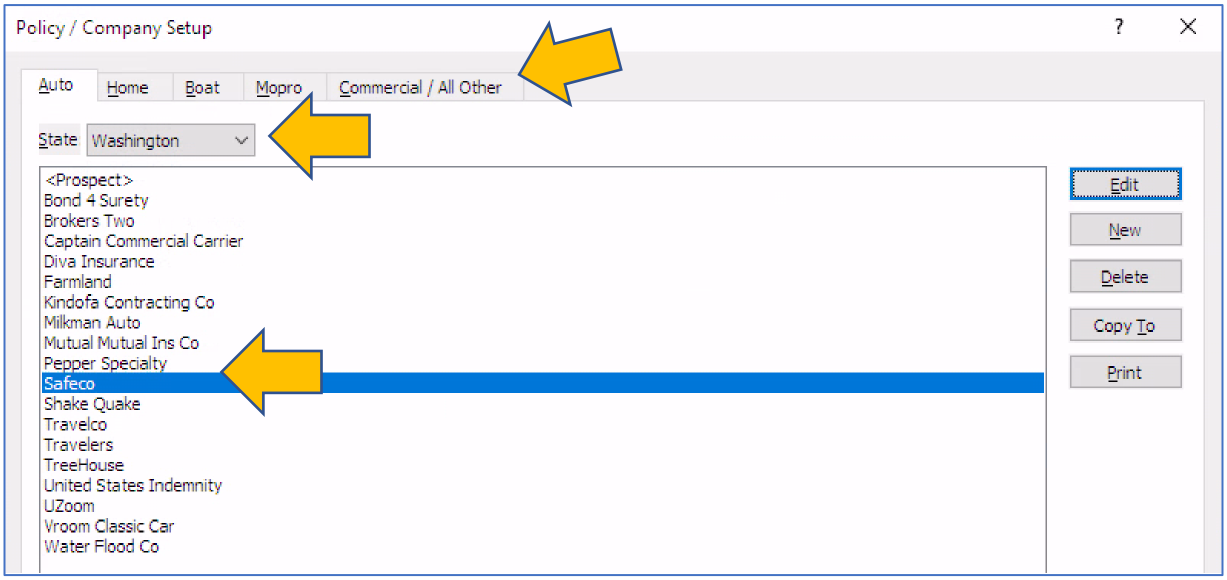
15. Click **OK**
16. Click **Save Layout**.
17. Give the layout a name: “Adv- Policy Cleanup” and click **OK**.

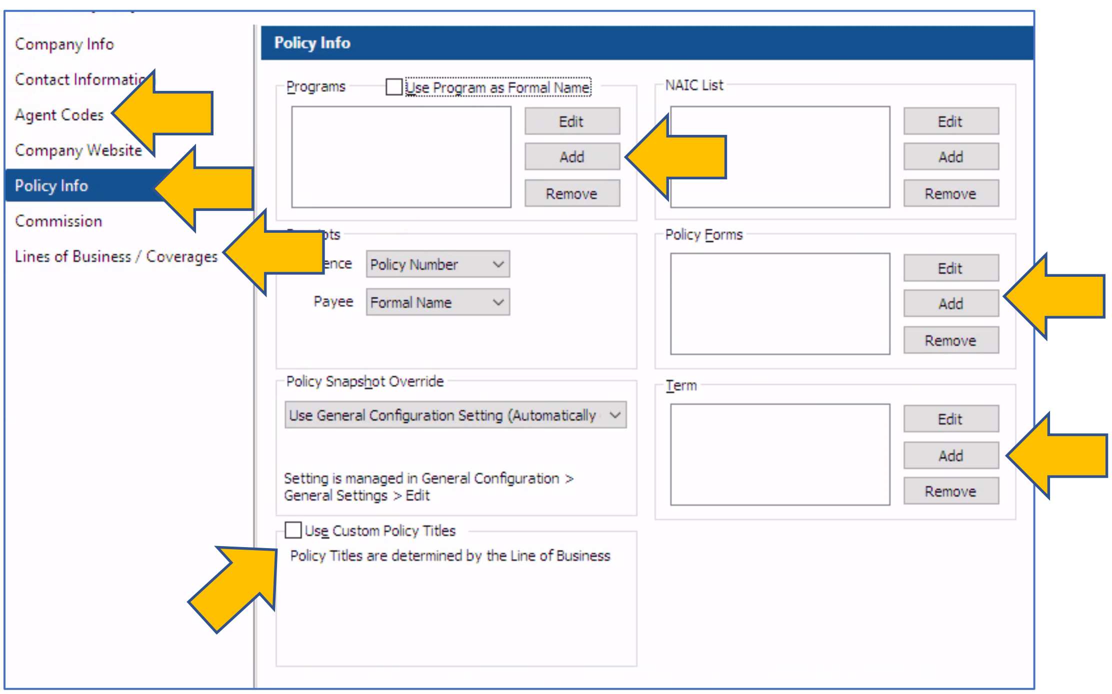


18. Click **Finish** to run the report.
19. Save the report with Date and Title. Example: 10-16-2021 Adv-Policy Cleanup

Policy Company Setup -Advanced

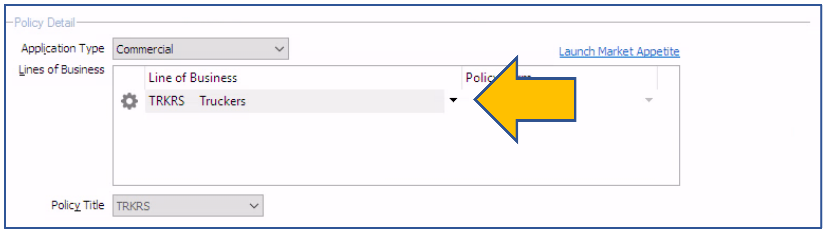
In the previous sections we reviewed correcting Company, Program, and Policy Title in the Policy/Company Setup. This section will review a few of the other key areas to focus on. It is important to remember that you will need to correct each affected section and each state for each company.





Line of Business

Here we are looking to make sure that we don't have any blank Lines of Business. Most of the Lines of Business are selected to go with the policy type in Policy/Company Setup.



1. Open your saved Policy Cleanup Report
2. Click **Summary**-> **LOBs**-> **OK**
3. Click on the **LOBs** heading twice to sort in ascending order.
4. If none of the items under **LOBs** are blank you are done.
5. If there is a blank under the **LOBs** heading, click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign a Line of Business to the Policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **General Policy Information** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Policy Cleanup report and verify that there are no blank lines.

Agent Code

Reviewing the agent code is one of the hardest parts of data cleanup for large agencies or agencies that have multiple producer codes and location. Here we are looking to make sure that we don't have any blank Agent Codes. Sometimes we may also need to review the Agent Code after a book purchase or a code consolidation.

1. Open your saved Policy Cleanup Report
2. Click **Summary**-> **Company**-> **OK**
3. Click on the **Company** heading twice to sort in ascending order.
4. If there is not a blank under the **Company** heading, continue to step 8.
5. If there is a blank under the **Company** heading, click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Assign a **Company** to the Policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **General Policy Information** tab.
7. Return to the Summary by Company Report.
8. Click on the number next to each Company in the **# of Items** heading and a detailed report will open.
9. Click **Summary**-> **AgentCode**-> **OK**

10. Click on the **AgentCode** heading twice to sort in ascending order.
11. If there is a blank under the **AgentCode** heading, click on the number next to the blank in the **# of Items** heading and a detailed report will open.
12. Assign an **AgentCode** to the Policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **General Policy Information** tab.
13. If there is not a blank under the **AgentCode** heading, review the codes to make sure that they are all correct.
14. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
15. Run an updated Policy Cleanup report and verify that there are no blank lines.

Policy Form

Reviewing the Policy Form report is fairly simple. You are simply looking to make sure that the Policy From listed is correct for the Line of Business assigned to the policy. It is recommended that you clean up Company, Program, Application Type, and Line of Business before starting on the Policy Form cleanup.

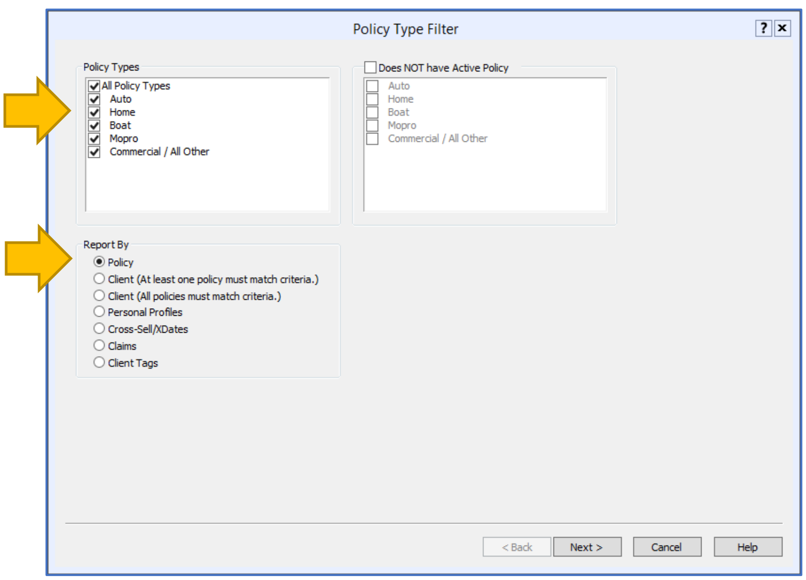
1. Open your saved Policy Cleanup Report
2. Click **Summary**-> **PolicyForm**-> **OK**
3. Click on the **PolicyForm** heading twice to sort in ascending order.
4. If none of the items under PolicyForm are blank you can move along to the next section.
5. If there is a blank under the PolicyForm heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
6. Double-click to open a policy.
7. Assign a Policy Form to the Policy using **Action**->**Internal**->**Change Client/Policy** and clicking on the **General Policy Information** tab.
8. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.
9. Run an updated Client Cleanup report and verify that there are no blank lines.

More Advanced Reporting

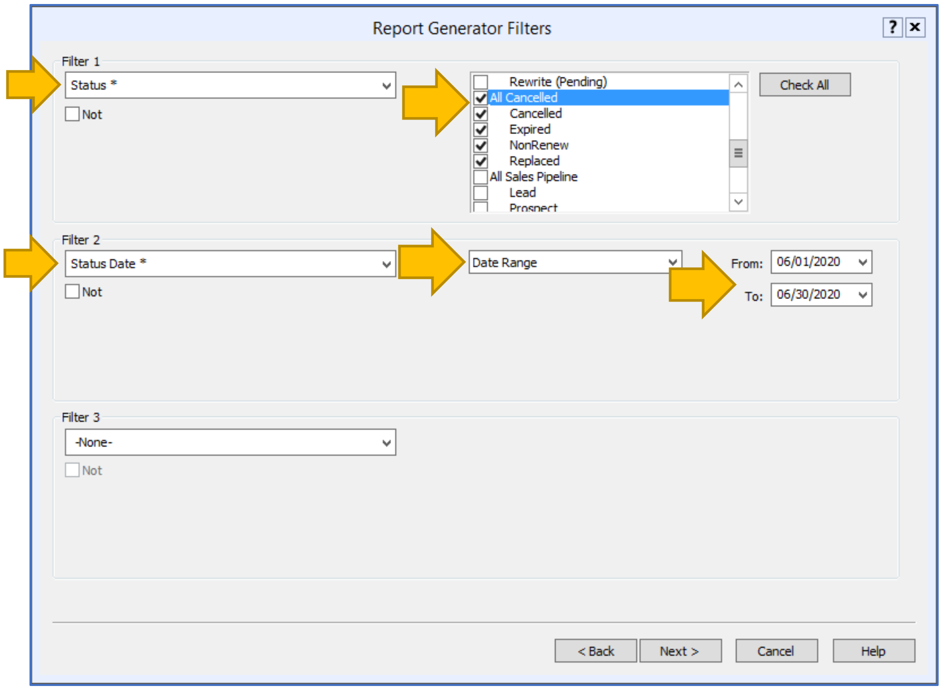
Advanced Cancellation Report:

This report will show all policies that have cancelled or expired in the agency regardless of reason during the specified period of time. The advantage to this report is that policies that cancelled due to being "replaced" will also show. It is important to review the policy Status to determine the cancellation reason. It is also imperative that you sure that if it was rewritten within the agency that the proper Replaced-Status is added to the policy.

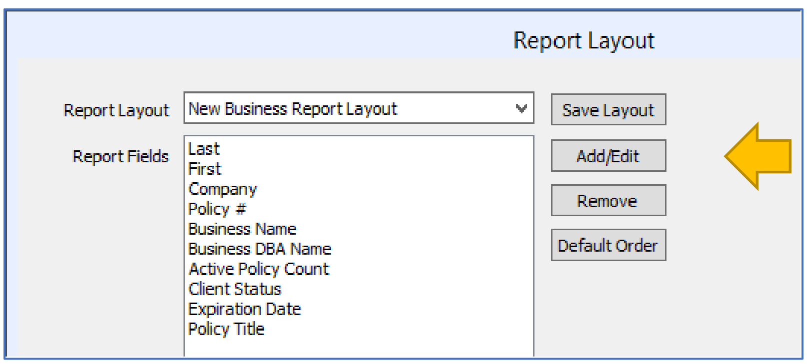
1. Click **Reports**->**Advanced Reports** and the **Report Generator** screen will open.
2. Click **<New Report>**.
3. Under **Policy Types**, select All Policy Types.
4. Under **Report By**, select Policy.



5. Click **Next**.
6. For **Filter 1** select **Status** and then **All Cancelled**
7. For **Filter 2** select **Status Date**, then **Date Range** and fill in the **From** and **To** dates
8. For **Filter 3, Filter 4, Filter 5, and Filter 6** leave as None.
9. Click **Next**.



10. In **Report Layout** screen, Click on the **Add/Edit** button.



11. Click on the **+** next to **Client Information** and place a check mark in the following fields:

    a. **Named Insured->Last**

    b. **Named Insured-> First**

    c. **Business Name**

    d. **Business DBA Name**

    e. **Customer ID**

    f. **Active Policy Count**

12. Click on the **+** next to **General Policy Information** and place a check mark in the following fields:

a. **Company**

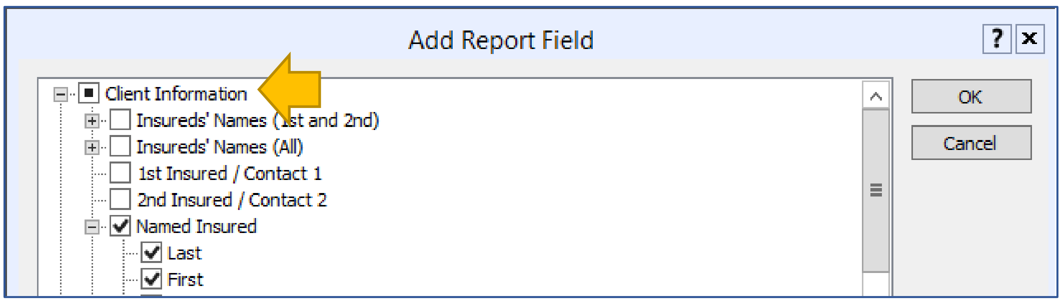
b. **Policy #**

c. **Annual Premium**

d. **Policy Title**

e. **Status: Sub-Status**

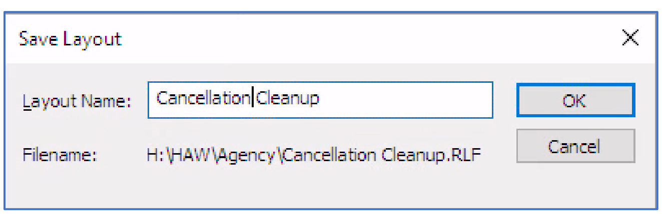
f. **Status Date**



13. Click **OK**

14. Click **Save Layout**.

15. Give the layout a name: "Cancellation Cleanup" and click **OK**.



16. Click **Finish** to run the report.

17. Save the report with Date and Title. Example: 10-16-2021 Cancellation Cleanup

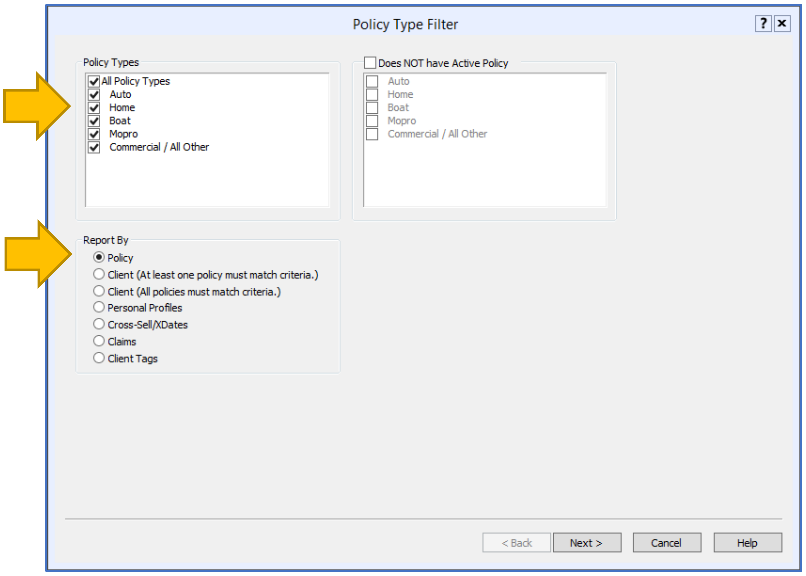
***Tip: A variety of Filter and Fields can be used to run more precise reports. These instructions are for a basic Cancellation Report. We recommend that you tailor the Filters and Fields to your agency's report needs by adding the servicing agent or producer, location, etc.**

Advanced New Business Report:

This report will show all policies that were issued during the specific time period using "Sold Date". The advantage to this report is that policies that issued due to being a "Rewrite" will also show. It is important to know which policies were rewritten and to make sure that the status reflects that it was a re-write.

1. Click **Reports**->**Advanced Reports** and the **Report Generator** screen will open.

2. Click **<New Report>**.
3. Under **Policy Types**, select All Policy Types.
4. Under **Report By**, select Policy.

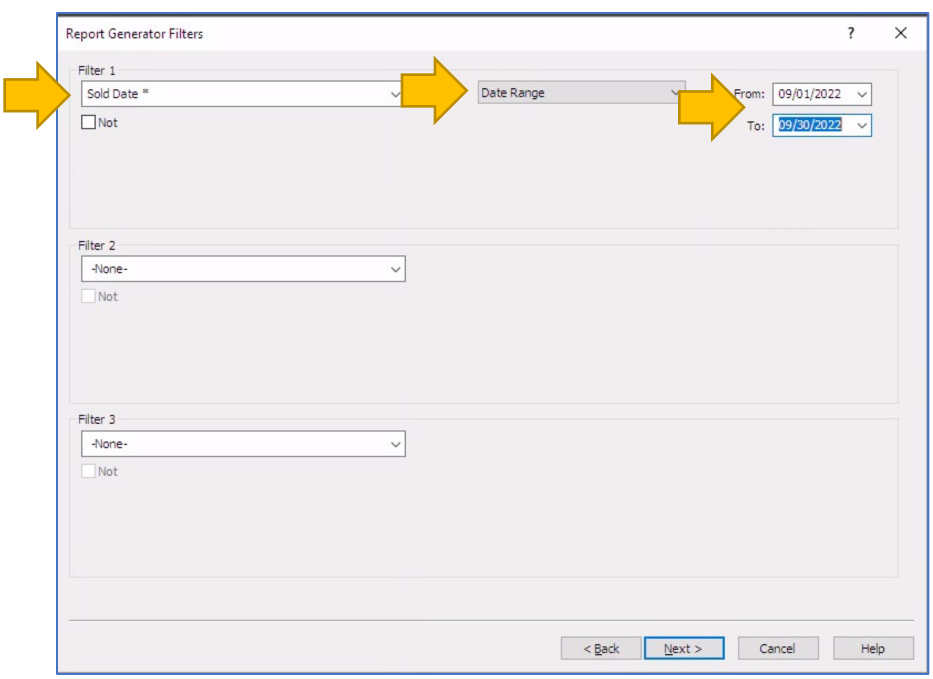


5. Click **Next**.

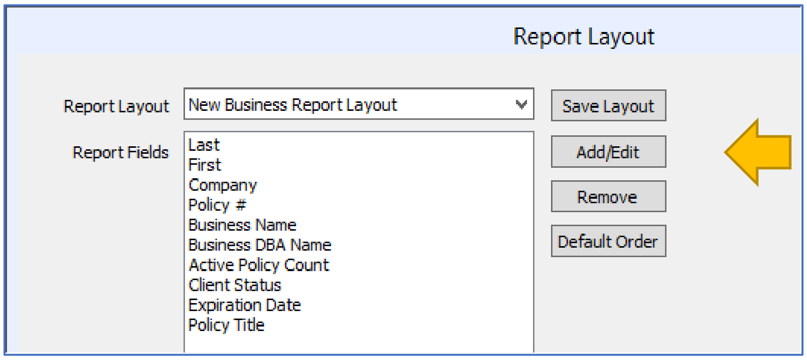
6. For **Filter 1** select **Sold**, then **Date Range** and fill in the **From** and **To** dates

7. For **Filter 2, Filter 3, Filter 4, Filter 5, and Filter 6** leave as None.

8. Click **Next**.



9. In **Report Layout** screen, Click on the **Add/Edit** button.



10. Click on the **+** next to **Client Information** and place a check mark in the following fields:

    a. **Named Insured->Last**

    b. **Named Insured-> First**

    c. **Business Name**

    d. **Business DBA Name**

    e. **Customer ID**

    f. **Active Policy Count**

11. Click on the **+** next to **General Policy Information** and place a check mark in the following fields:

    a. **Company**

    b. **Program**

    c. **Lines of Business**

    d. **Policy #**

    e. **Annual Premium**

    f. **Policy Title**

    g. **Effective Date**

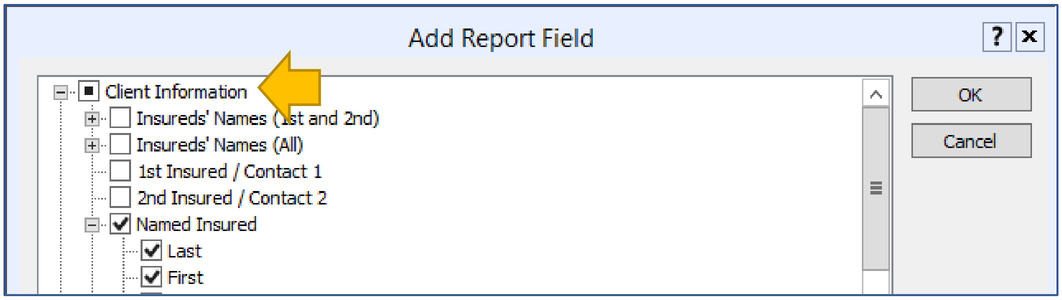
    h. **Inception Date**

    i. **Sold Date**

    j. **Source**

    k. **Policy Title**

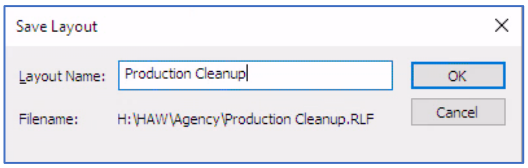
l. **Policy Form**



12. Click **OK**

13. Click **Save Layout**.

14. Give the layout a name: “Production Cleanup” and click **OK**.



15. Click **Finish** to run the report.

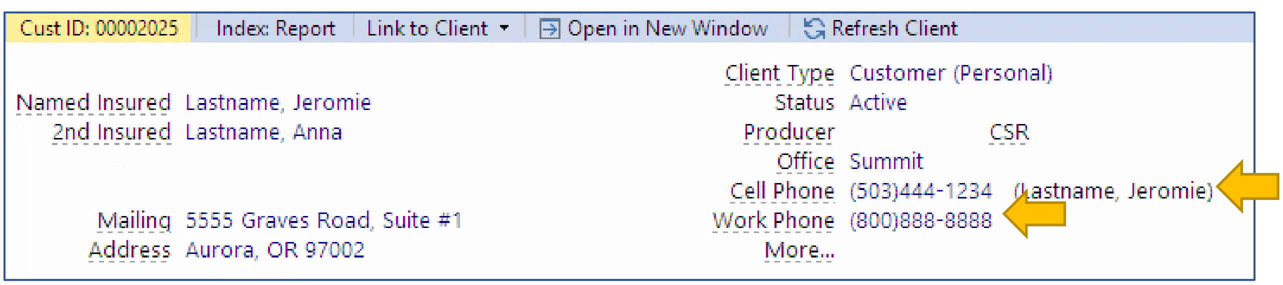
16. Save the report with Date and Title. Example: 10-16-2021 Production Cleanup

Advanced- Client Profile Audit

Fix unassociated email addresses and cell phone numbers for Named Insureds/Main Contacts

For Named Insureds/Main Contacts that do not have an email address and/or cell phone number linked to them, the following steps help you run a Personal Profile report to determine which Contacts need updating. Once you run the report, you can double-click on each client to open the file and associate the Named Insureds/Main Contacts with a specific email address and phone number.

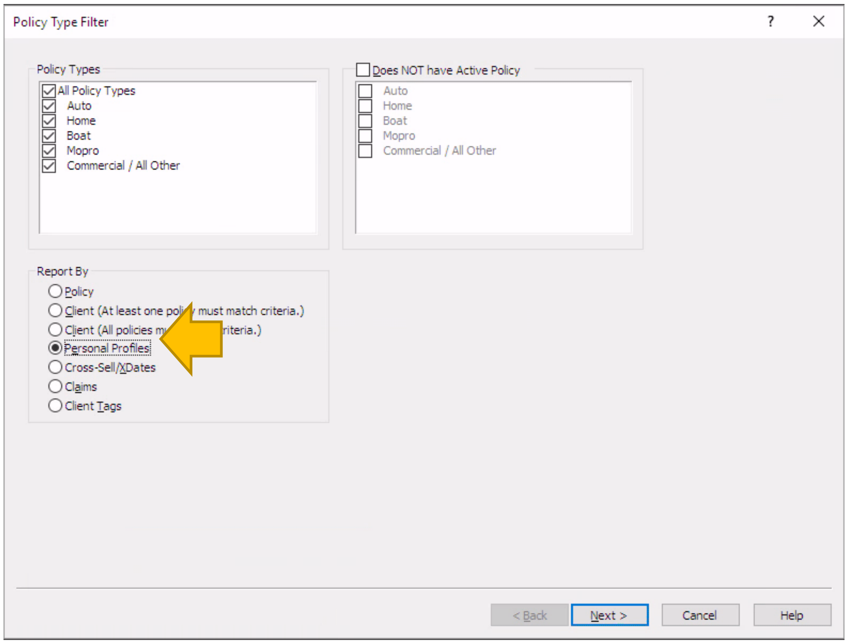
(In this example the Cell Phone is linked to a Profile. The Work Phone is not.)



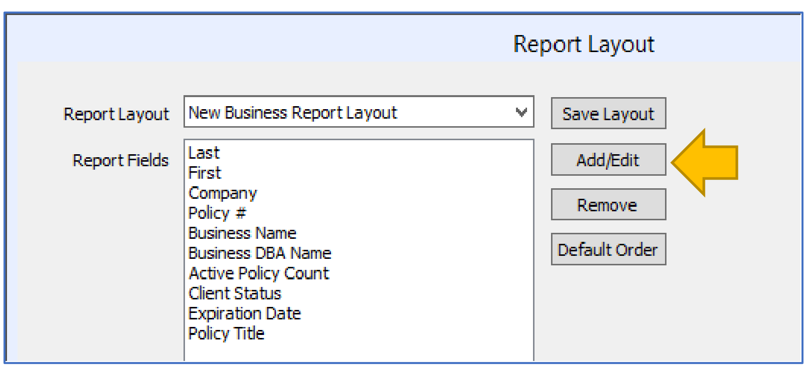
<u>**Running the Report:**</u>

1. Click **Reports**->**Advanced Reports** and the **Report Generator** screen will open.

2. Click **<New Report>**.
3. Under **Policy Types**, select All Policy Types.
4. Under **Report By**, select **Personal Profile.**



5. Click **Next**.
6. For **Filter 1, Filter 2, Filter 3, Filter 4, Filter 5, and Filter 6** leave as None.
7. ** To only include active policies, For **Filter 1** select **Status** and then **All Active.**
8. Click **Next**.
9. In **Report Layout** screen, Click on the **Add/Edit** button.

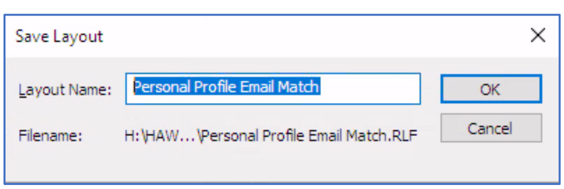


10. Click on the **+** next to **Client Information** and place a check mark in the following fields:
    a. **Named Insured->Last**
    b. **Named Insured-> First**

c. **Business Name**
d. **Business DBA Name**
e. **Customer ID**
f. **Phone- Primary: Primary Phone (Cell)**
g. **Phone- Contact 1: Contact 1 Phone (Cell)**
h. **Phone- Contact 2: Contact 2 Phone (Cell)**
i. **Email- Primary: Primary Email**
j. **Email- Contact 1: Contact 1 Email**
k. **Email- Contact 2: Contact 2 Email**
l. **Active Policy Count**

11. Click on the **+** next to **Personal Profile** and place a check mark in the following fields:
    a. **Last Name**
    b. **First Name**
    c. **Named Insured/Main Contact**
    d. **Business Name**

12. Click **OK**
13. Click **Save Layout**.
14. Give the layout a name: "Personal Profile Email Match" and click **OK**.

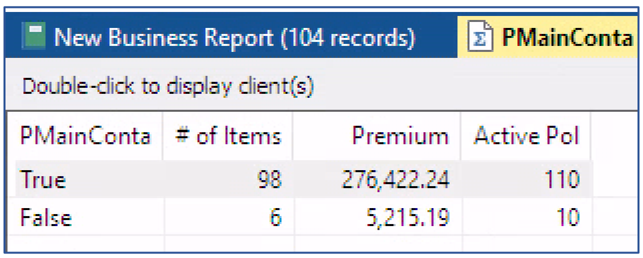


15. Click **Finish** to run the report.

16. Save the report with Date and Title. Example: 10-16-2021 Personal Profile Email Match

Reviewing the Report:

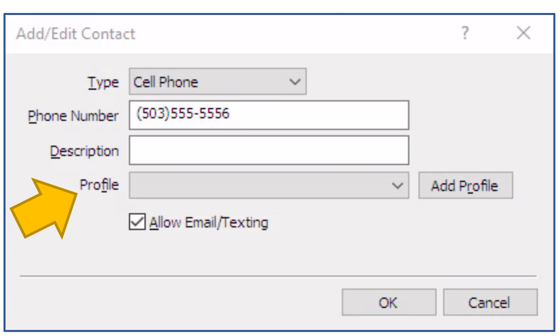
1. Open your saved Personal Profile Email Match Report
2. Click **Summary**-> **PMainConta**-> **OK**
3. In the summary you will see **True** and **False. True** is all the Personal Profiles that are listed as a Named Insured or Main Contact. **False** is all the Personal Profiles that are Additional Insureds on a policy.


New Business Report (104 records) | PMainConta

Double-click to display client(s)

PMainConta	# of Items	Premium	Active Pol
True	98	276,422.24	110
False	6	5,215.19	10

4. Click on **True** under the **PMainConta** heading and a detailed report will open.
5. Click **Summary**-> **P1stPhone**-> **OK**
6. Click on the **P1stPhone** heading twice to sort in ascending order.
7. If none of the items under P1stPhone are blank you can move along to the next section.
8. If there is a blank under the P1stPhone heading, double-click on the number next to the blank in the **# of Items** heading and a detailed report will open.
9. Double-click to open a policy.
10. Assign a Phone Number to the Personal Profile using **Action**->**Internal**->**Change Client/Policy** and clicking on the **Name and Address** tab.
11. Double-click the phone number (or email) that is not linked to a profile and select the correct profile from the available options. **In the rare case that there is only a home number for the file you can "Link to Client" using the Profile drop down.



12. Continue until all the numbers have been assigned to a contact.
13. Run **Tools**->**File Maintenance**->**Freshen Indexes** after correcting all data. For best results, other users should be logged out of CMS while running File Maintenance.

14. Run an updated report and verify that there are no blank lines.

** Repeat the process above for **P1stEmail** as well.

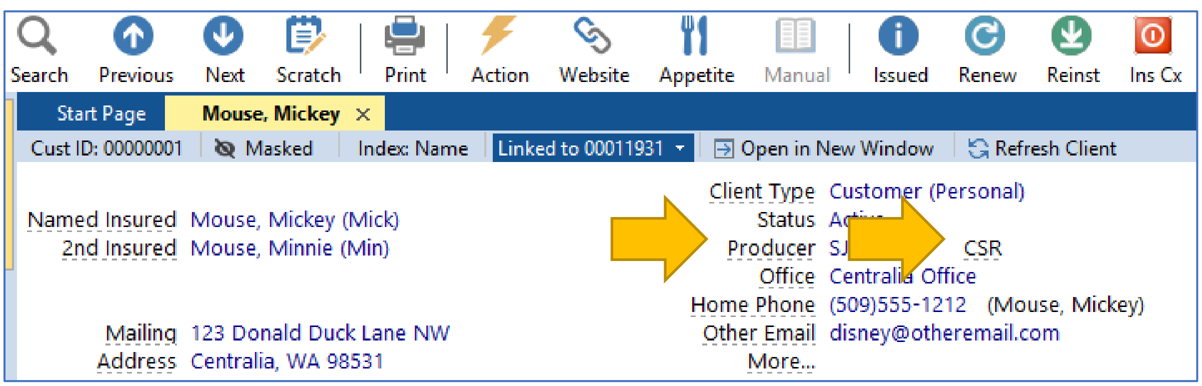
Additional Items to Consider

"Preferred Name"

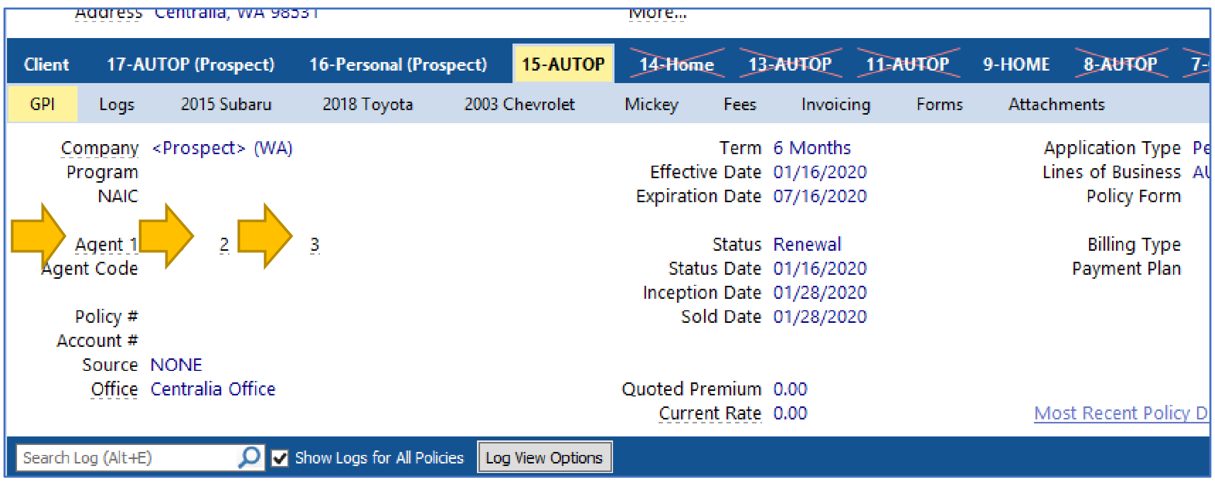
Reviewing the Preferred Name listed for clients can turn up a variety of issues. The Preferred Name field is used in many mail merge and email templates. When reviewing the Preferred Name filed you should be looking for things that are not names. *Some agencies have used this field for the person's role within a business, military rank, relationship, thoughts on the client, etc. This field should only be used for the clients preferred name.

Producer, Agent, CSR

The first thing to consider is what each field means to your agency. "Producer", "CSR", and "Agent" can be used in a variety of ways. This section will help you decide the pros and cons of each field and show you where each field is located. Be sure that the fields are used consistently in each file.
Below is where to locate the "Producer" & "CSR" Fields. The "Producer" and "CSR" cannot be different for each policy for the same client as this reporting is done at the Client Level and the "Agent" assigned to the individual policy is not considered.



Below is where to locate the "Agent" Fields. This reporting is done at the Policy Level and the "Agent" assigned to the individual policy is considered. The "Agent" can be different on each policy for the same client. The "Producer" and "CSR" are not considered.



Title	**Pro**	**Con**
Producer	Might be the person who has the best relationship with the client.	Might be an Owner or Sales Person that does not have the "Relationship" with the client.
CSR	Might be the person who has built a relationship with the client and has the knowledge to review the account	Might not have the knowledge or training to review an account and recommend solutions
Agent 1, 2, 3	Wrote/Services the specific policy. Is an "expert" in the coverage	Might have been who originally wrote the policy and they are no longer with the agency.
Designated Person	This person is efficient with the review process. Consistent quality of call every time. Knows the coverages.	Might not know about all lines of business assigned to them. May get overwhelmed with call volume.

No matter how you used the Producer, CSR, or Agent fields, they MUST be used consistently. There tends to be one of three ways each field is used. Select what works best for your agency's needs. Below are a few examples of each field and how it could be used.

Producer: The person that wrote the account (sales department)
Producer: The Agency Owner as it is a "house account"
Producer: The Account Manager/Agent that handles the account on a regular basis

CSR: The Account Manager/Agent that handles the account on a regular basis.
CSR: Licensed Agent that services the account as needed.
CSR: An unlicensed person who fields the call for payments, etc.

Agent: The person that originally wrote the specific policy
Agent: The person that services that specific policy
Agent: The person that handles the billing, etc. for that specific policy

Important Dates in HawkSoft

Using the correct dates in the correct fields is essential to HawkSoft's internal reporting metrics. If the wrong information is used in the wrong date filed this can cause inaccurate reports. Here is a quick breakdown of the top date fields in HawkSoft

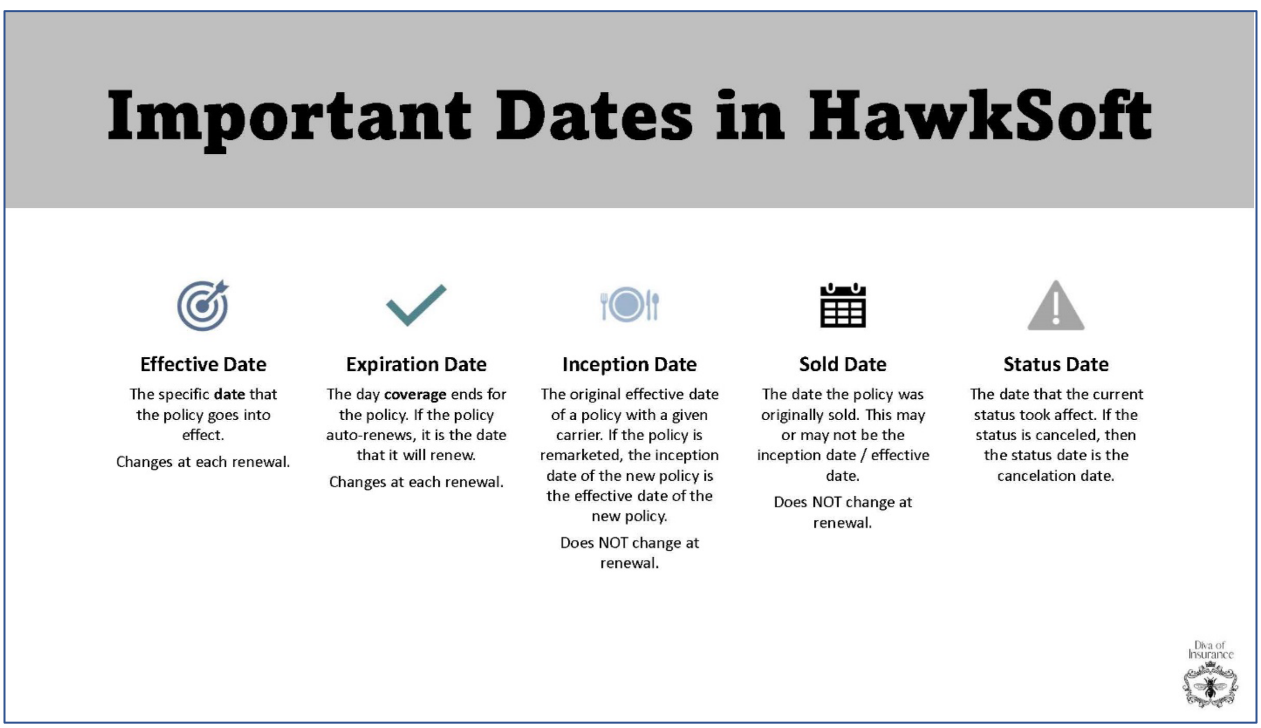
<u>Effective Date</u>: The specific date that the policy goes into effect. This date will update at each renewal.

<u>Expiration Date</u>: The day coverage ends for the policy. If the policy auto-renews, it is the date that it will renew. This date will update at each renewal.

<u>Inception Date</u>: The original effective date of a policy with a given carrier. If the policy is remarketed, the inception date of the new policy if the effective date of the new policy. This date does not change at renewal. ** When a policy is rewritten, a new policy is created via the Rewriting/Remarketing a Policy process, and the Inception Date is removed. The Inception Date on the original replaced policy should remain the same.

<u>Sold Date</u>: The date the policy was originally sold. This may or may not be inception or effective date. This date does not change at renewal.

<u>Status Date</u>: The date that the current status took effect. If the status is canceled, then the status date is the cancelation date.



Recommended Schedule for Data Review

Weekly

Production Report for Prior Week- (Monday AM)

Sales Pipeline for Prior Week- (Monday AM)

*Suspense Report (Monday & Thursday)

*Activity Report (Monday AM)

2x Month 1st & 16th

Cancellation Reports-1st & 16th

HawkSoft Retention Report 1st & 16th (Overall, Office, Producer)

Adv-Cancellation

Adv-Production

Book of Business

*Policy Retention Reporting- Save Book of Business, Adv-Cancellation, Adv-Production in separate file

Monthly

Expiration Report (Prior Month)- Review on the 5th for corrections prior to final reports on the 10th

Adv-Cancellation (Prior Month) – Final on the 10th

Adv-Production (Prior Month) Final on the 10th

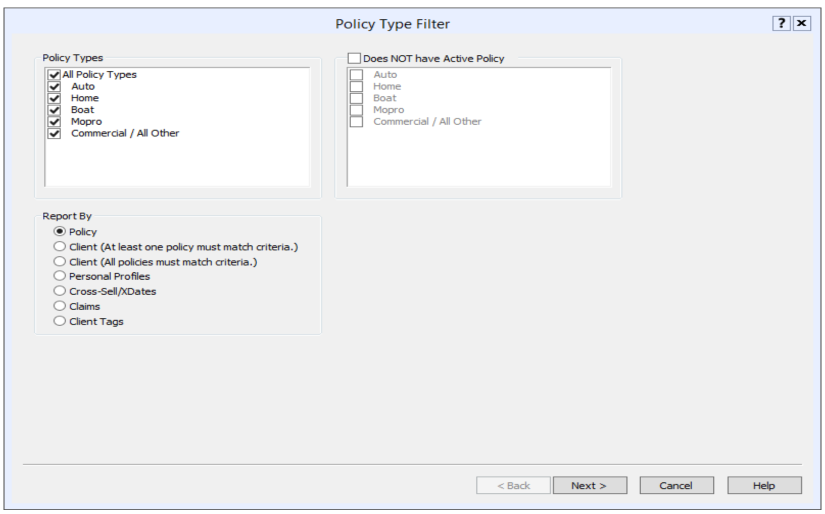
Renewal Report – 60-day renewal for Commercial & Personal (Non-Download)

Additional Recommendations & Bonus Thoughts

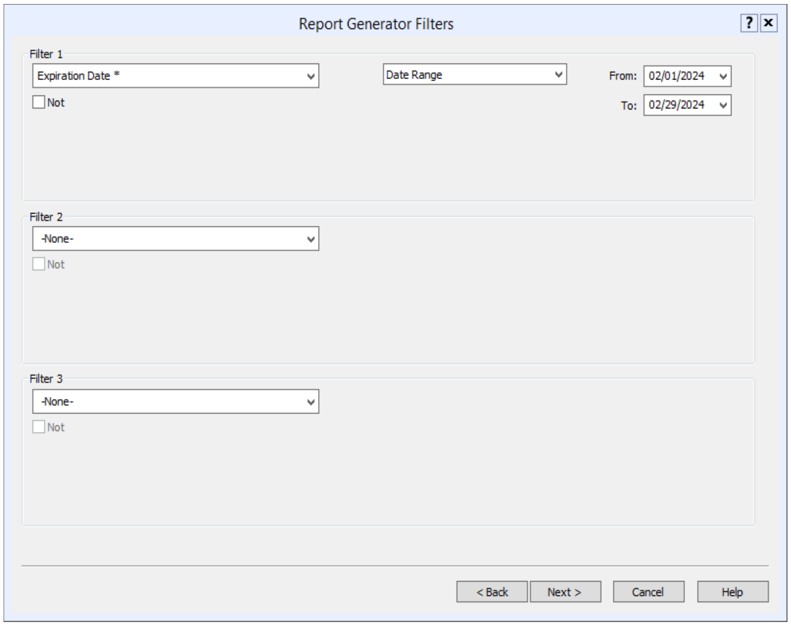
Expiration Report

It is important to review the expiration report to make sure that any non-downloaded policies did not get missed for the prior month.

1. Click **Reports->Advanced Reports** and the **Report Generator** screen will open.
2. Click **<New Report>**.
3. Under **Policy Types**, select All Policy Types.
4. Under **Report By**, select Policy (At least one policy must match criteria).



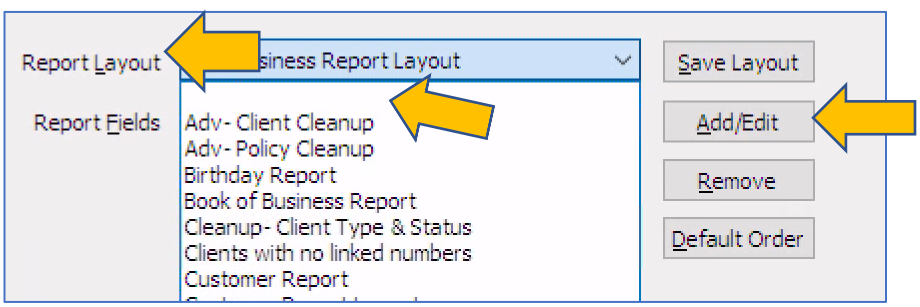
5. Click **Next**.
6. For **Filter 1** select **Expiration Date**, then **Date Range** and fill in the **From** and **To** dates
7. For **Filter 2**, and **Filter 3** leave as None. Click **Next**.



8. For **Filter 4**, **Filter 5** and **Filter 6** leave as None.

9. Click **Next**.

10. In **Report Layout** screen, click on the **Report Layout** dropdown and select the top blank line to clear all fields.



11. Click on the **Add/Edit** button.

12. Click on the **+** next to **Client Information** and place a check mark in the following fields:

    a. **Named Insured->Last**

    b. **Named Insured-> First**

    c. **Business Name**

    d. **Business DBA Name**

    e. **Customer ID**

    f. **Active Policy Count**

13. Click on the **+** next to **General Policy Information** and place a check mark in the following fields:

    a. **Company**

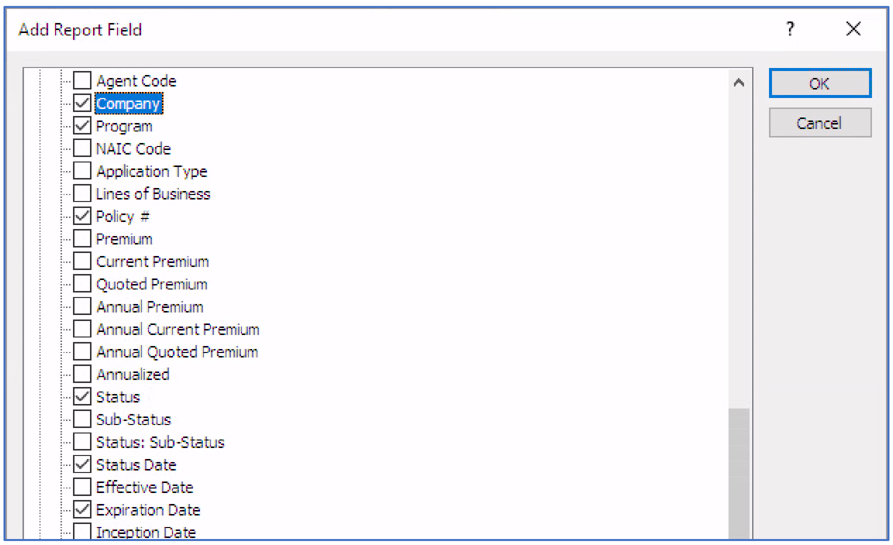
    b. **Program**

    c. **Policy #**

    d. **Expiration Date**

    e. **Status**

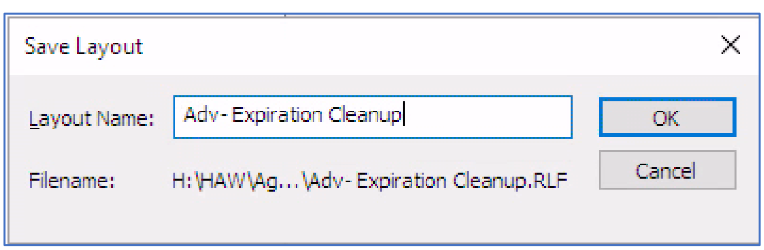
    f. **Status Date**



14. Click **OK**

15. Click **Save Layout**.

16. Give the layout a name: “ADV-Expiration Cleanup” and click **OK**.



17. Click **Finish** to run the report.

18. Save the report with Date and Title. Example: 10-16-2021 Adv-Expiration Cleanup

***Tip: A variety of Filter and Fields can be used to run more precise reports. These instructions are for a basic Expiration Report. We recommend that you tailor the Filters and Fields to your agency's report needs.**

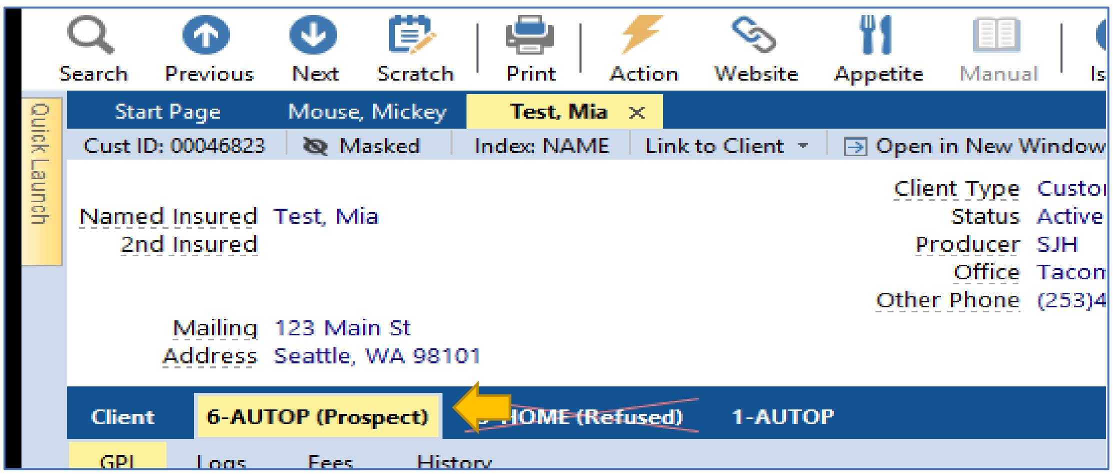
How to code Rewritten/Replaced Policies

When quoting a rewrite, you should create a new tab in HawkSoft for the new quote. This way you can see, at a glance, if the customer is frequently requesting to be shopped or if there is a market that may have had a change their rates or appetite. This can be done quickly by clicking on the current policy tab,

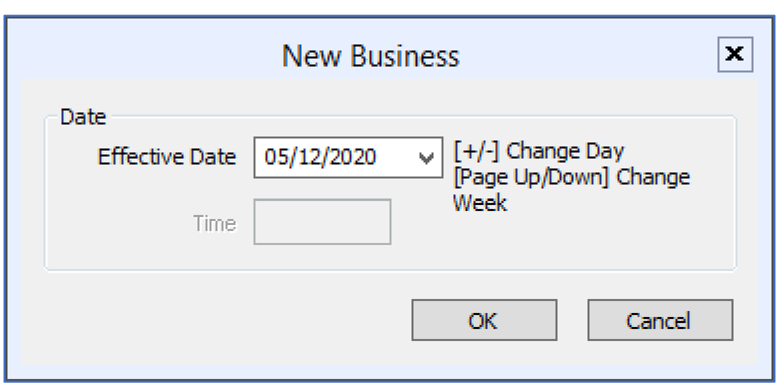
Action-> **Phone/Email/Download/etc.**-> **From/To**-> **Insured/Carrier/etc.**-> **Duplicate/Remarket**

Then fill in the required information for the new tab.

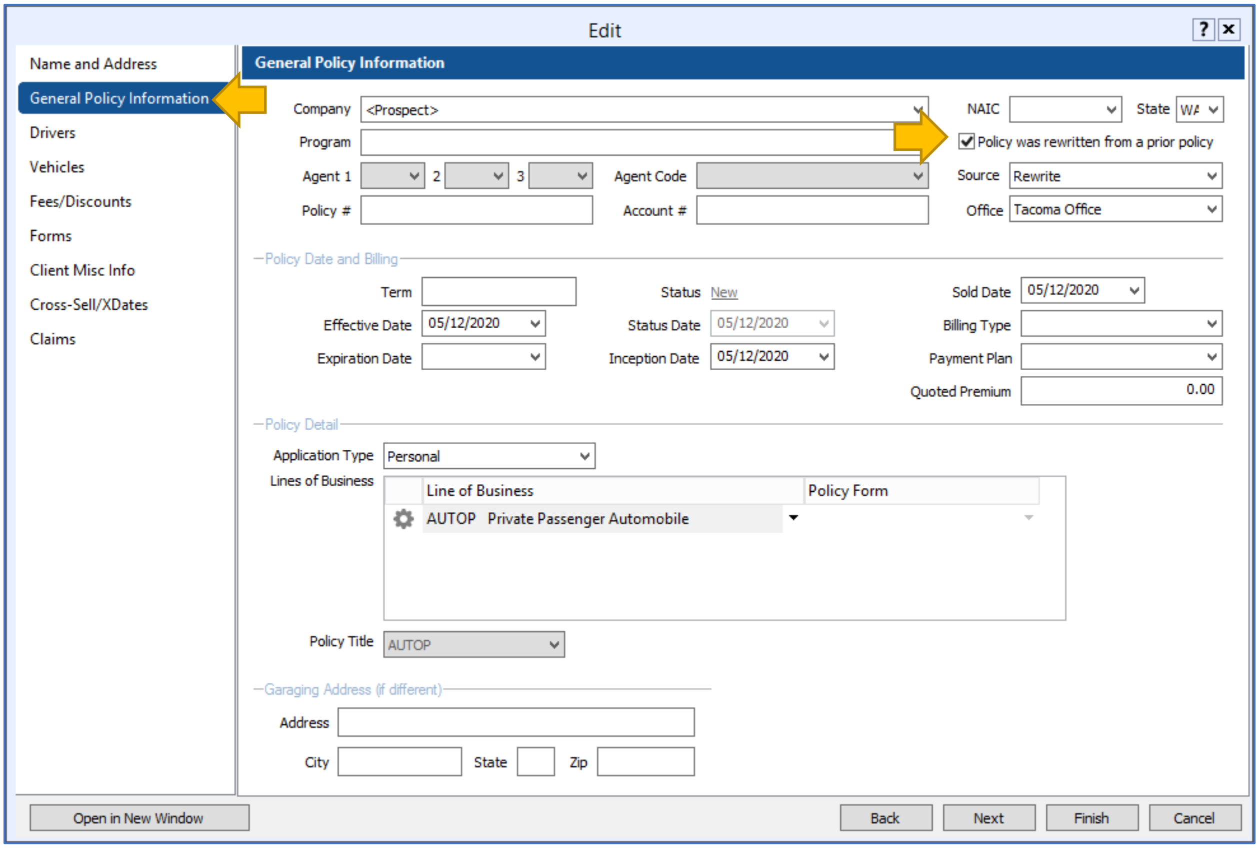
**Once the client authorizes the new policy to be issued you will follow the steps below.



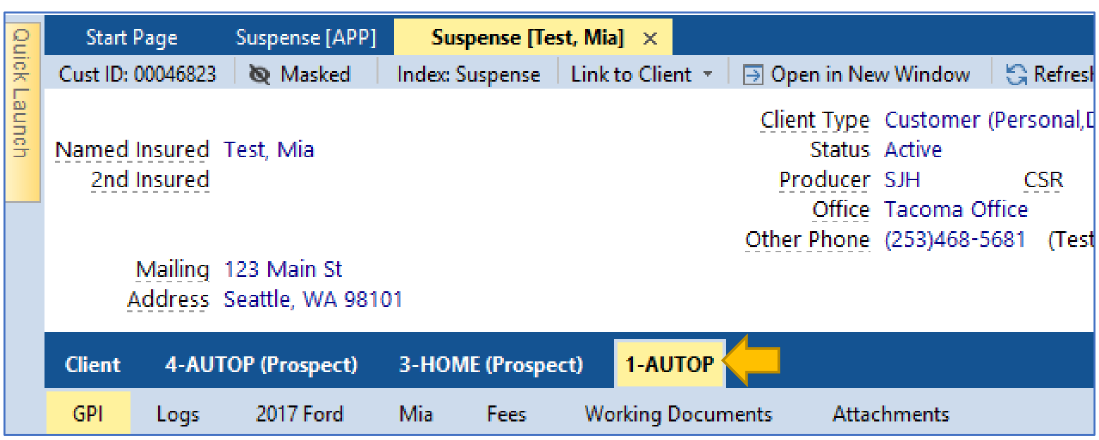
1. Open the client file and select the tab that corresponds to the new policy.
2. **Action**-> **Phone/Email/Download/etc.**-> **From/To**-> **Insured/Carrier/etc.**-> **Change Policy Status**-> **All Active -New**
3. The **New Business** Screen will open.
4. Enter the correct date and time for the new policy then click **OK**



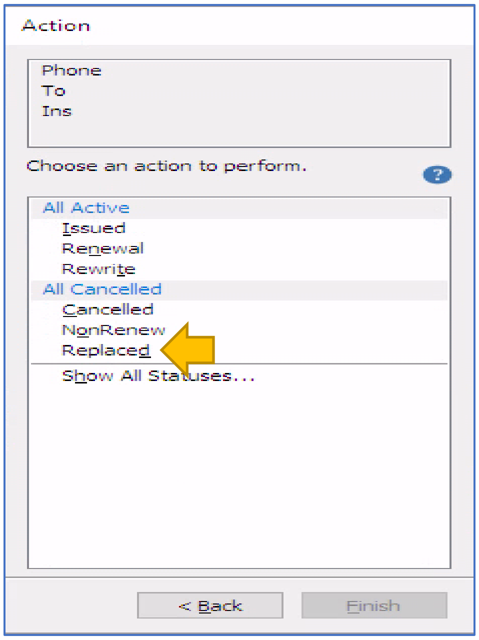
5. Complete the required information on the **General Policy Information** screen.
6. Make sure to put a check in the box next to **Policy was rewritten from a prior policy**.

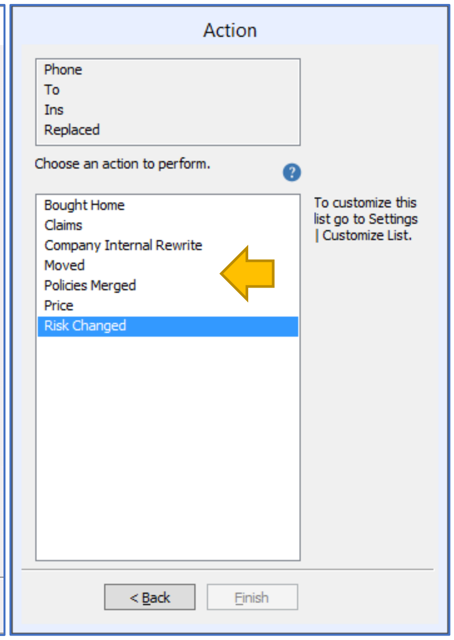


7. Select **Finish** and then **set suspense** according to agency standards to follow up on the New Business.
8. Next you will need to cancel the old policy.

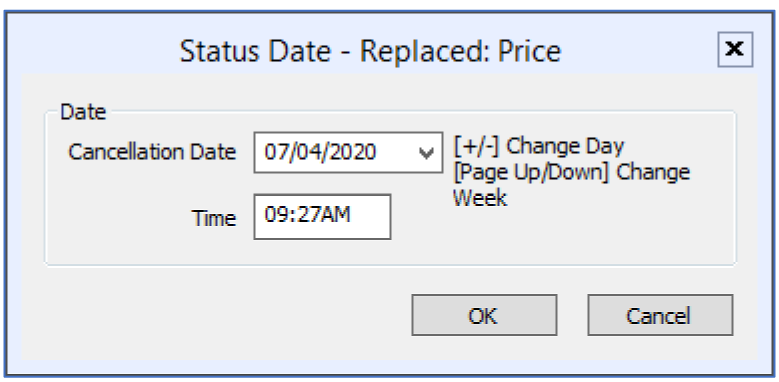


9. **Action**-> **Phone/Email/Download/etc.**-> **From/To**-> **Insured/Carrier/etc.**-> **Change Policy Status**-> **All Cancelled-Replaced**
10. Then Select the Correct **Replaced** Reason





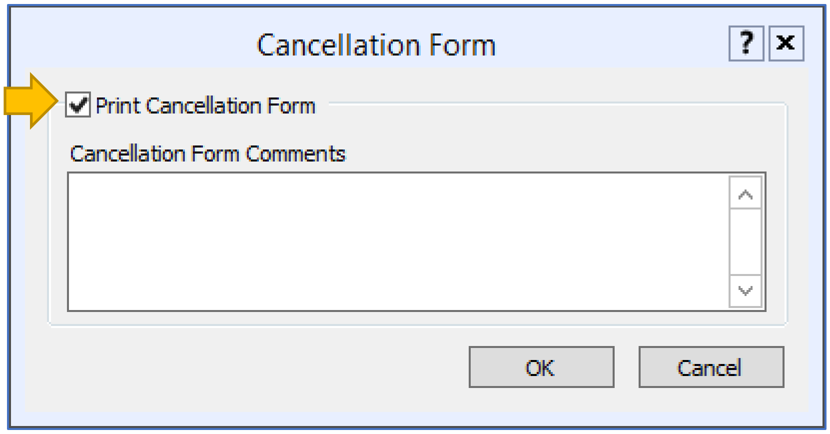
11. The **Status Date** Screen will open
12. Enter the correct date and time for the Replacement then click **OK.**



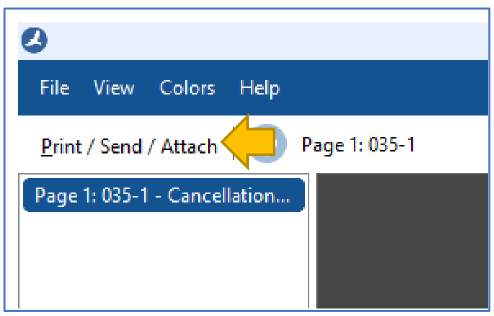
13. The **Cancellation Form** window will open.
14. Select **Print Cancellation Form.**

**It is important to note that any text entered in the "Cancellation Form Comments" will appear on the cancellation request form.

15. Select **OK**



16. The **Cancellation Request/Policy Release** form will then open and can be completed as necessary.
17. Once the form has been completed click on **Print/Send/Attach** in the upper left had corner



18. You can then Send, Print and/or Attach a copy of the Cancellation Request.
19. Once you have completed the form, the **Add Log Entry Comments** window will open.
20. **Set a suspense for 7 days to verify that the "Replaced Reason" and "Status Date" is still correct.**

****If the "Replaced Reason" and "Status Date" are not correct after a download, you will need to update this in HawkSoft by Editing the General Policy Information. Action-> Internal-> Change Policy Status-> All Cancelled-Replaced-> Correct Reason/Date**

Additional Resources

HUG Recorded Webinars: https://hawksoftusergroup.org/events/webinars-recorded/

HUG Knowledge Library: https://hawksoftusergroup.org/resources/knowledge-library/

HawkSoft Blog: https://blog.hawksoft.com/

Diva of Insurance: https://divaofinsurance.com