



Independent Insurance Agents of Connecticut

ACCREDITED CUSTOMER SERVICE REPRESENTATIVE

ACSR

An American Institutes for CPCU Designation



Earning the Accredited Customer Service Representative (ACSR) designation clearly conveys your commitment to excellence in customer service and professionalism. Plus, the ACSR designation distinguishes you as being prepared to meet the complex insurance challenges your clients face. Passing the required ACSR exams earns the Accredited Customer Service Representative designation. ***Please refer to our [Continuing Education Calendar](#) for class dates and [Registration Form](#).***

CORE MODULES

Required to be taken for all lines

ACSR #4 – Agency Errors & Omissions Support your agency's profitability by accurately identifying and assessing errors and omissions risks. Topics that will be covered are Defining agency E&O basics; Handling new business to minimize agency E&O; Handling existing business to control agency E&O; and Servicing business to avoid E&O losses. Course is one of the two core modules required for Personal Lines, Commercial Lines and/or Life & Health ACSR designation. *** Note – the ACSR #4 course no longer qualifies agents insured through Swiss RE for E&O Loss Control credit.* #107032 6 PC CE Credits**

ACSR #5 – Professional Development & Account Management Increase value to your agency and producers with a solid understanding of how to build and retain customer relationships. Topics that will be covered are Customer service and its impact; Professional image and office; Professional communication; and Account management and company relations. Course is one of the two core modules required for Personal Lines, Commercial Lines and/or Life & Health ACSR designation. **#107033 2 PC CE Credits**

Ethics Requirement *Completing the free online ethics course is a requirement to receive the ACSR designation.*

The Institutes believe ethical decision making skills are essential to the practice of insurance. All designation program participants must complete either [Ethical Guidelines for Insurance Professionals](#) or the CPCU program's [Ethics and the CPCU Code of Professional Conduct](#). Both online modules are free.

COMMERCIAL LINES DESIGNATION

ACSR #6 – Commercial Property Insurance Online Gain the confidence to accurately and efficiently identify and assess commercial loss exposures. Topics that will be covered are Introduction to Commercial Property; Causes of Loss and Coverage Forms; Business Income Insurance; and Flood Insurance. **#107034 6 PC CE Credits**

ACSR #7 – Commercial Liability Insurance Increase customer satisfaction with your enhanced ability to recommend coverages that properly protect business owners from liability loss exposures. Topics that will be covered are Liability Loss Exposures and Legal Liability; Commercial General Liability Insurance, Part I and Part II; Commercial Liability Endorsements, Rating, and Other Liability Forms; and Misc. Commercial Liability Insurance. **#107041 5 PC CE Credits**

ACSR #8 – Commercial Automobile Insurance Develop the decision-making and problem-solving skills needed to recommend coverages that properly protect business owners from commercial auto loss exposures. Topics that will be covered are Commercial Auto Loss Exposures and the Business Auto Coverage Form; Business Auto Coverage Endorsements and Rating; and Garage and Motor Carrier Coverage. **#107042 5 PC CE Credits**

ACSR #9 – Commercial Lines Related Coverages Increase value to your agency and producers with a strong understanding of commercial lines coverages. Topics that will be covered are Workers Compensation and Employers Liability Insurance; Business Owner's Policies; Commercial Crime Insurance; Surety Bonds; and Marine Coverage, Commercial Excess and Umbrella Liability. **#107043 6 PC CE Credits**

LIFE & HEALTH DESIGNATION

ACSR #10 – Life Insurance Develop a strong understanding of life and health insurance coverages to better serve your customers. Topics that will be covered are Recommending life insurance and understanding the premature death loss exposure; Determining client needs; Understanding various types of life insurance; and Life insurance case. **#107035 4 LH CE Credits**

ACSR #11 – Retirement Planning Improve the customer experience with your enhanced ability to identify retirement plans specific to an individual's needs. Topics that will be covered are Planning for retirement and understanding the retirement loss exposure; Types of retirement plans; and The United States Social Security Program. **#107069 3 LH CE Credits**

ACSR #12 – Disability & Health Insurance Add value to your agency by learning to confidently recommend disability and health coverages that meet an individual's specific planning needs. Topics that will be covered are Recommending disability and health insurance and understanding their loss exposures; Types of disability income insurance; Nongovernment healthcare programs; Government healthcare programs; and Long-term care coverage. **#107060 4 LH CE Credits**

PERSONAL LINES DESIGNATION

ACSR #1 – Homeowners Insurance Increase value to your agency with a strong understanding of the property and liability coverages that will properly protect your customers. Topics that will be covered are Homeowners Policy Components and Property Coverages; Additional Coverages, Perils, Exclusions, and Conditions; Liability Coverages and Conditions; and Endorsements. **#106987 4 PC CE Credits**

ACSR #2 – Personal Automobile Insurance Develop the decision-making and problem-solving skills needed to recommend coverages that properly protect an individual's automobile from loss. Topics that will be covered are Liability, Medical Payments, and Uninsured Motorists Coverage; Physical Damage, Insured Duties, and Endorsements. **#106988 7 PC CE Credits**

ACSR #3 – Personal Lines Related Coverages Improve your customer's experience with an enhanced ability to accurately identify and assess personal loss exposures. Topics that will be covered are Dwelling and Mobile home; Flood, FAIR, Beachfront, and Windstorm Programs; and Inland Marine, Watercraft, Umbrella, and Underwriting. **#106989 5 PC CE Credits**