

Virtual Business as an Alternative to Face-to-Face Appointments

These are unprecedented times, with the novel COVID-19 impacting every facet of business, government and society in general. We want you to know, we are here with solutions to help you navigate business through the volatility and uncertainty of social distancing and shelter-at-home orders. One such solution, is the ability to use Voice over Internet Protocol (VoIP) communication software, such as FaceTime, Skype, Webex, Zoom, etc. to conduct meetings with clients. In order to help you remain compliant when conducting virtual business, we’ve put together this reference. Please refer to our [Non-resident Sales Guide and Video Policy](#) for more detailed information.

Guidelines for Conducting Virtual Business



Licensing / Non-resident Sales

Caution should be exercised when using VoIP in the sales process in regards to the geographic location of both yourself and your client. There are specific procedures to follow to ensure the sale does not violate the law of the resident or non-resident states.



Paperwork and Signatures

If the entire process, including signatures, will take place virtually, then ensure that the documents are forwarded to your office for your signature. Remember to never sign an application or forms before the applicant signs them. See page Frequently Asked Questions regarding e-signatures. You must witness the customer sign the application and related documents, whether the customer is signing by “wet” signature or e-signature.



Identity Verification

Consistent with Anti-money Laundering laws, if your initial client meeting is taken virtually, you will need to actually view the government-issued picture ID while on the video conference and record the applicable data on the required paperwork.



Contract Delivery

We are temporarily allowing contract delivery by mail or email, if in-person delivery of the formal contract is not possible due to the current public health situation. It is still expected that the delivery acknowledgment is returned, and for you to deliver the formal contract to the customer as soon as possible.



Technical Difficulties

Virtual Business will at times experience technical difficulties, which could make the sales process difficult. Interruptions in service, if not handled with care, can reduce customer experience and their understanding. If there are delays or interruptions in service, or any other type of technical difficulty, you should contact the client to re-schedule the meeting or conduct the meeting in person, when that's a safe possibility.



Extra Precautions

Virtual business does not change your underlying responsibility during the sale. As always, be familiar with our sales literature and marketing materials, properly explain the terms and features of the product, and address your customer's questions and concerns just as you would in an in-person experience. You should also make a record of each meeting held virtually, noting the date and time, all participants, the subject matter, and the materials that were discussed at each meeting.

We understand that for many of you, virtual business may be a necessary way to communicate with your clients and to transact business right now. While we do not endorse or prohibit you from using VoIP during the sale and solicitation of an insurance contract, we do require that you follow the guidelines noted above and in greater detail in our [Non-resident Sales Guide and Video Policy](#), and any applicable laws or regulations.

Related Resources

- [Conducting Client Business Electronically](#)
- [Common Questions and Answers](#)

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