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NIIT's Client, Allstate Insurance Company, Earns Prestigious SITE Award

As a trusted partner, NIIT, with over two decades of experience, massive scalability, and domain expertise has been privileged to be a part of Allstate Insurance Company's recent achievement, earning them the coveted *Innovation Award* given annually by the Society of Insurance Educators.

Agency education is critical at Allstate. With rapid changes in state and regulatory compliance, and an ever changing consumer behavior landscape, it is more imperative than ever to ensure that agents deliver accurate initial quotes for auto insurance. Using our superior instructional design capabilities and methodologies, NIIT Cognitive Arts developed a blend of e-Learning and performance support with embedded practice on critical mistakes to design the award-winning Auto Quoting education for Allstate producers.

NIIT's unique methodology, **Critical Mistake Analysis (CMA)** accurately identifies behaviors evidenced by high performers as compared to those of average performers. This critical information was used to devise a targeted learning solution, the objective of which was to quickly enable effective performance across the organization. "The learning developed was particularly innovative, robust in blend, accessible across 39 states and included market personalization. We required an aggressive timeline and NIIT Cognitive Arts delivered! The results after the learning solution, featuring CMA, was implemented showed dramatic improvement in the accuracy of initial auto quotes." said Karen Scott, Allstate's Senior Manager for Learning and Organization Effectiveness.



Allstate's Michelle Less and Karen Belk shown with Lois Markovich, SITE's Executive Director and SITE Award Committee Member, John Jackson of GMAC.

NIIT is a people-centric business. "We are proud to have enabled Allstate to receive this prestigious award," said Ashish Basu, President NIIT (USA) Inc. "The Auto Quoting learning solution supports agency operations and helps Allstate customers make important auto insurance decisions. Eliminating mistakes through Critical Mistakes Analysis 'CMA' is a powerful way to achieve business results."

About NIIT USA Inc.

Established in 1981, NIIT has grown to be synonymous for innovations in improving performance through learning solutions. With over 3,500 employees in 32 countries, NIIT has been able to leverage its diverse global experiences to help over 1,000 businesses across the world tackle difficult performance challenges ranging from selecting the right employees to building job skills, to helping managers provide focused coaching.

Along with its subsidiaries Cognitive Arts and Element K, NIIT is able to offer a range of learning services including advisory services, curriculum and content design, learning management, managed services, and learning back office outsourcing. NIIT's customers include Fortune 500 companies, universities, technology companies, training corporations, and publishing houses. Recognized as a market leader, NIIT has won over 33 awards including 12 Brandon Hall Awards.

For more information, please contact:
Kimberley Kelly, Director of Marketing
kimberley.kelly@niit.com