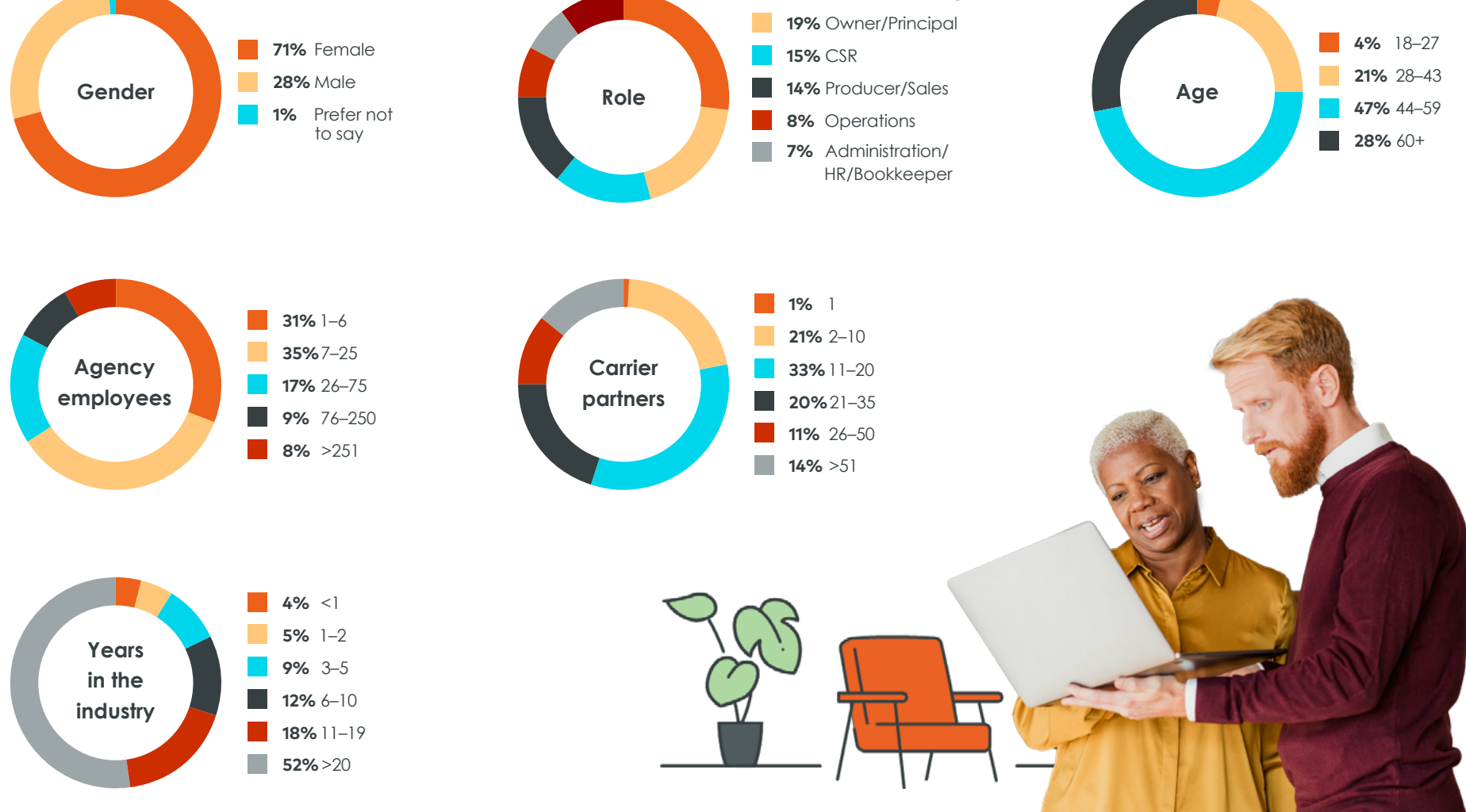


How insurance carriers can improve agent experience

Get in tune with the needs and wants of agents to ensure better carrier partnerships.

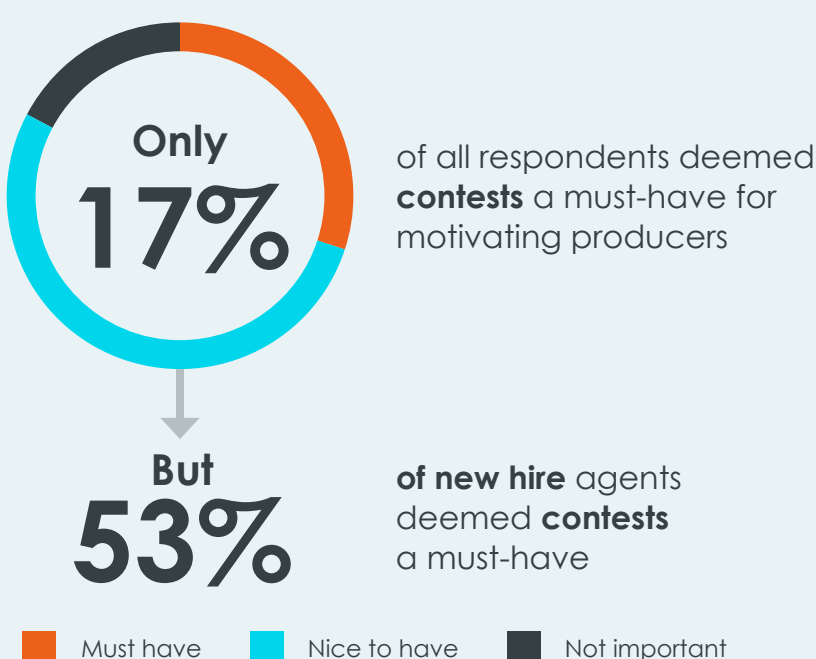
Agent experience survey

We gathered insights from over 1,300 independent agents on how carriers could improve their agency partnerships. Here's who we surveyed:

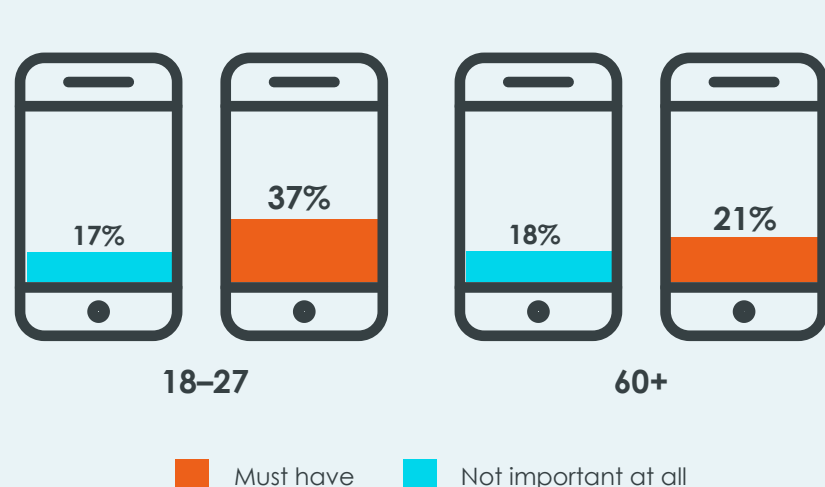


Agents are not a monolith

There is no one-size fits all solution—carriers should empower agents to solve problems in the way that's best for them.



The importance of mobile apps by age



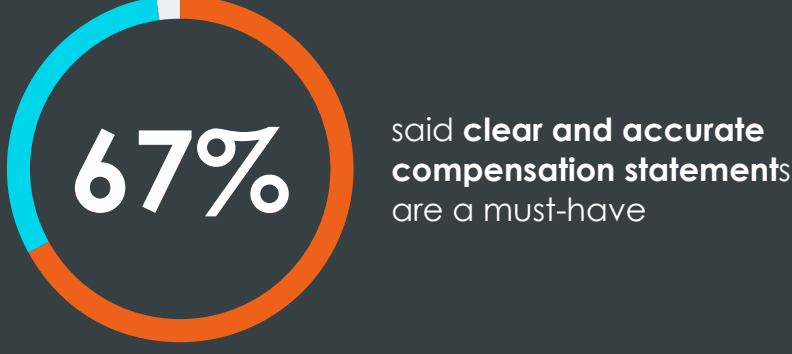
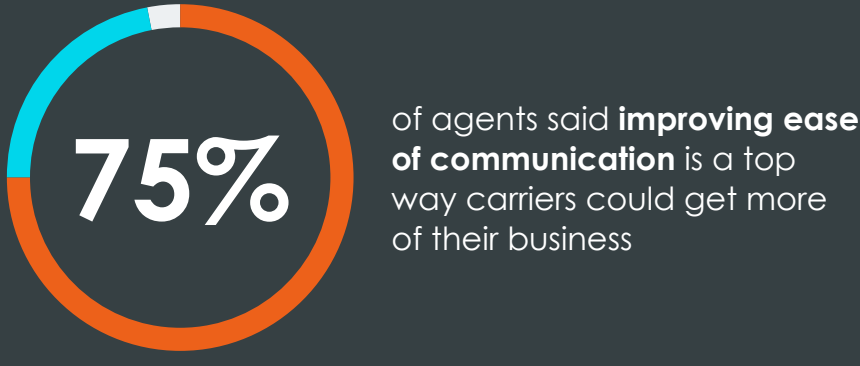
Agent experience impacts everything

It's important to step back and view the problem from different perspectives.



NEED

Easy access to information



Legend: Most important (orange), Somewhat important (blue), Minor improvements needed (grey)

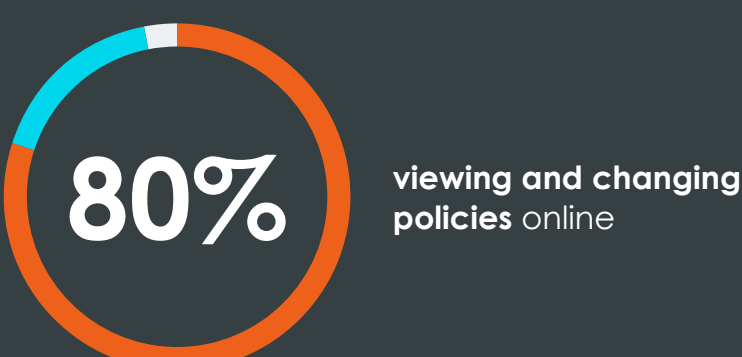
“I like the carriers who make it easy to quote and find information. We are very busy.”

- Producer/Sales

NEED

The ability to meet shifting expectations

What CSRs think carriers should be investing in:



Legend: Must have (orange), Nice to have (blue), Not important (grey)

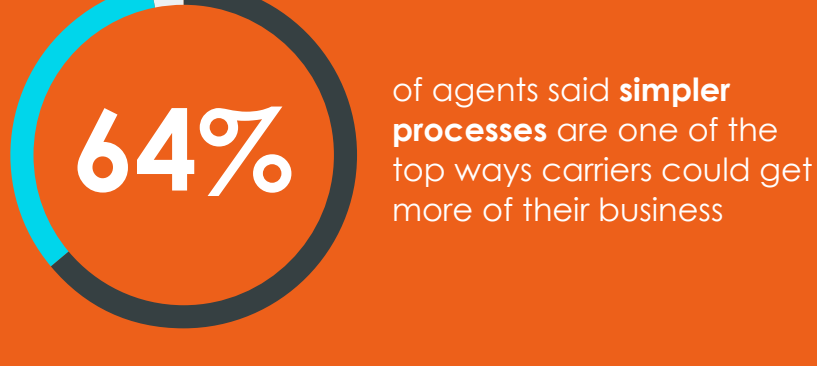
“Remember, most of our clients still think of me as their carrier. They call me for service. So anything I can take off their plate makes me more valuable to them.”

- Agency owner/principal



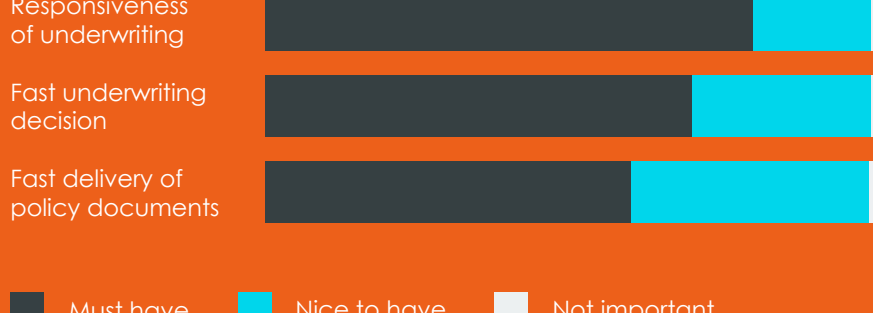
WANT

Fast and easy processes



Legend: Most important (orange), Somewhat important (blue), Minor improvements needed (grey)

The importance of speed in underwriting



WANT

Relationships with people



Legend: Must have (orange), Nice to have (blue), Not important (grey)

“I would like to have a point person at the carrier in lieu of everything being online. Carriers are losing the personal touch relationships with agencies.”

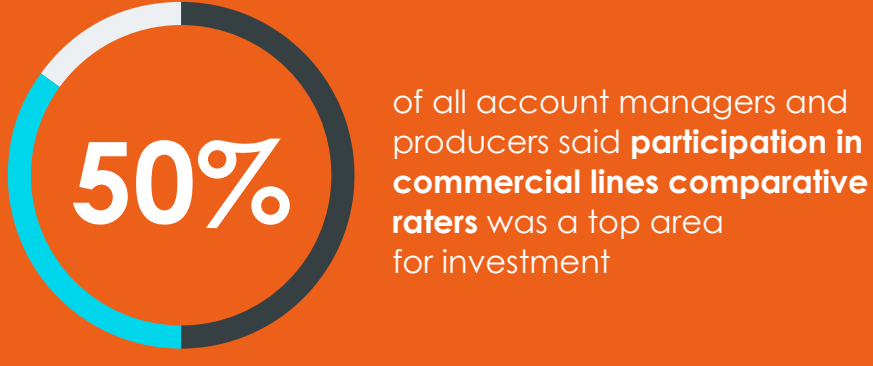
- Agency owner/principal

WANT

Consistency across carrier partners



Legend: Must have (orange), Nice to have (blue), Not important (grey)



Legend: Most important (orange), Somewhat important (blue), Minor improvements needed (grey)

Invest in your agents

Improve processes, provide support, and make their jobs easier.

Report for insurance carriers

Independent agents on improving carrier partnerships

