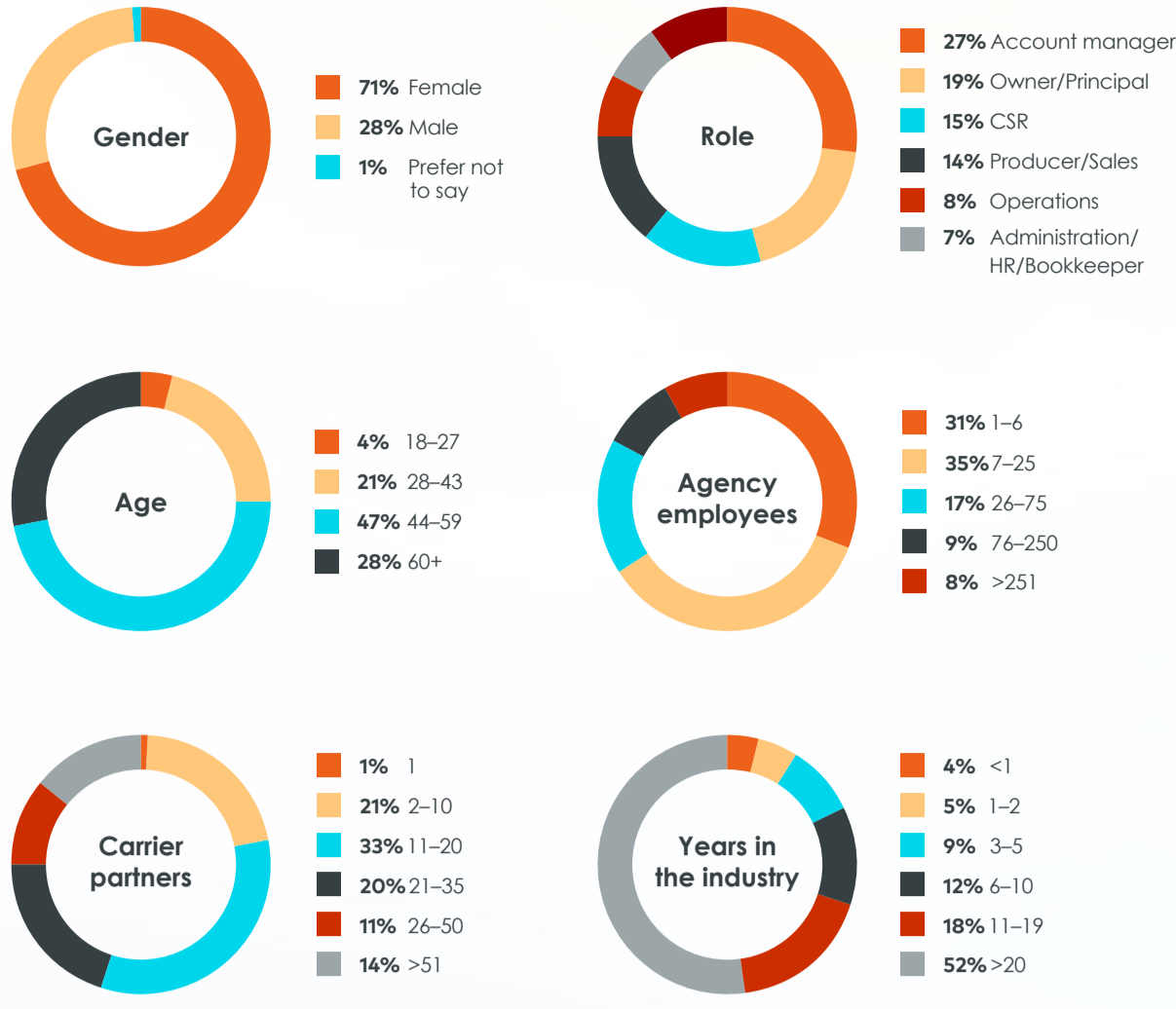


# How insurance carriers can improve agent experience

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

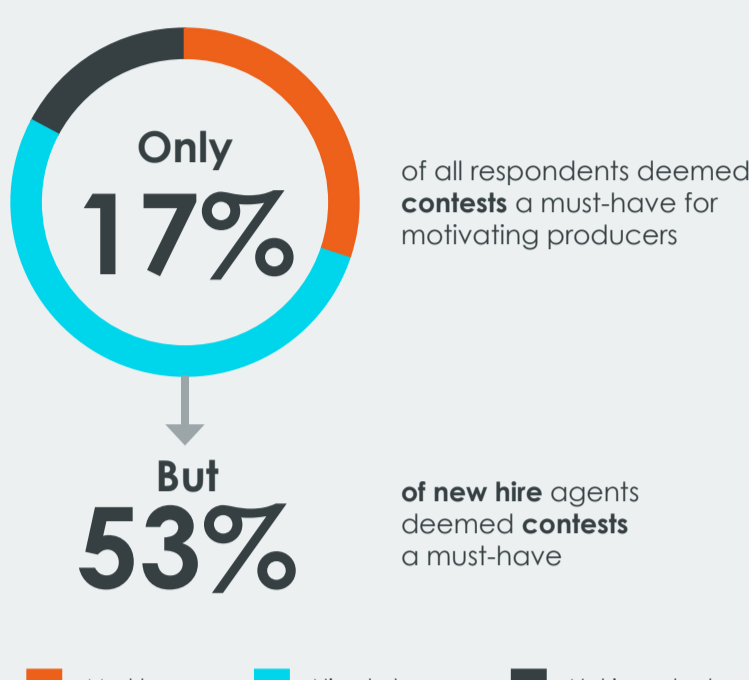
## Agent experience survey

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

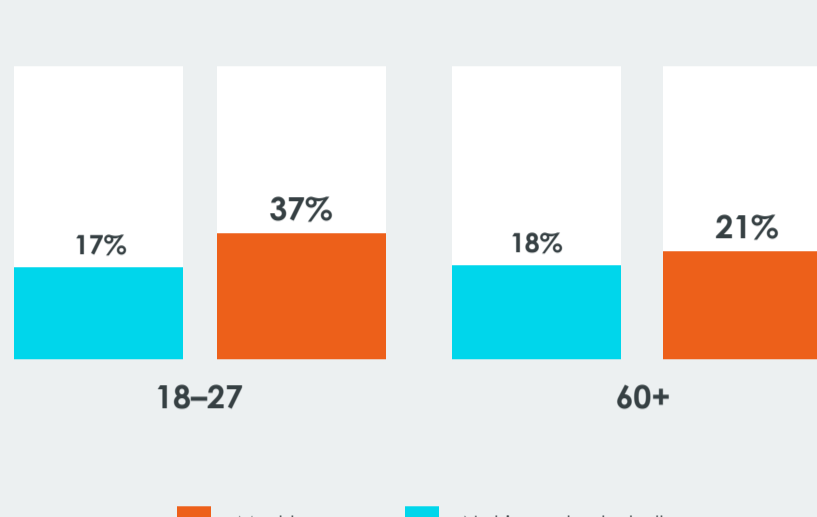


## Agents are not a monolith

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



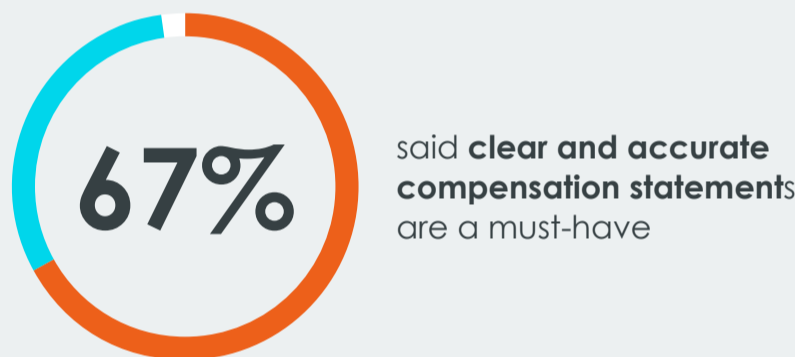
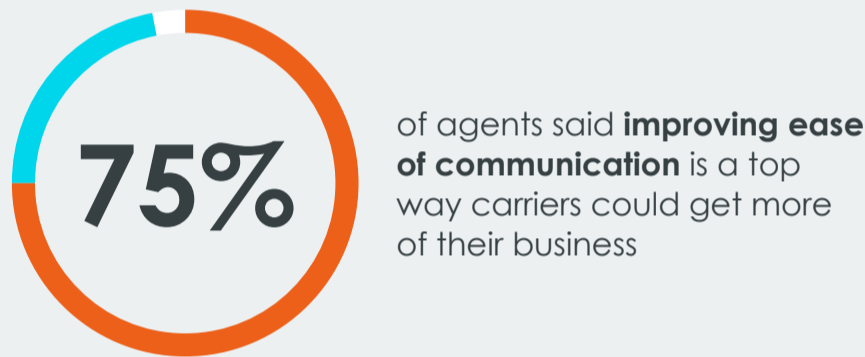
## Agent experience impacts everything

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



### Need

Easy access to information



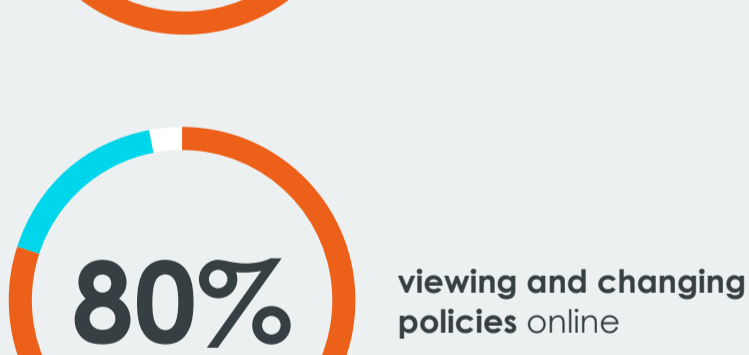
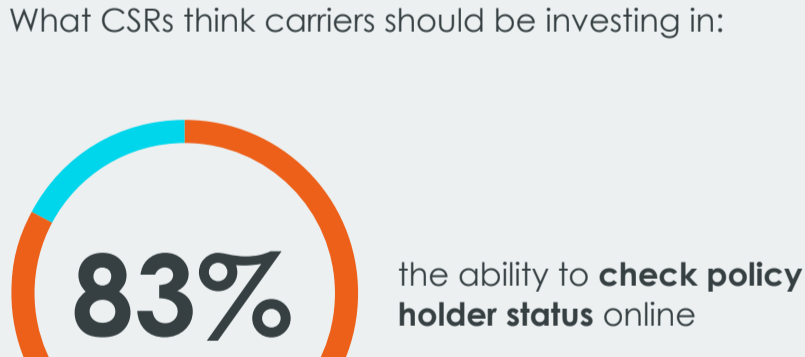
Legend: Most important (orange), Somewhat important (blue), Minor improvements needed (grey)

**“ 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**



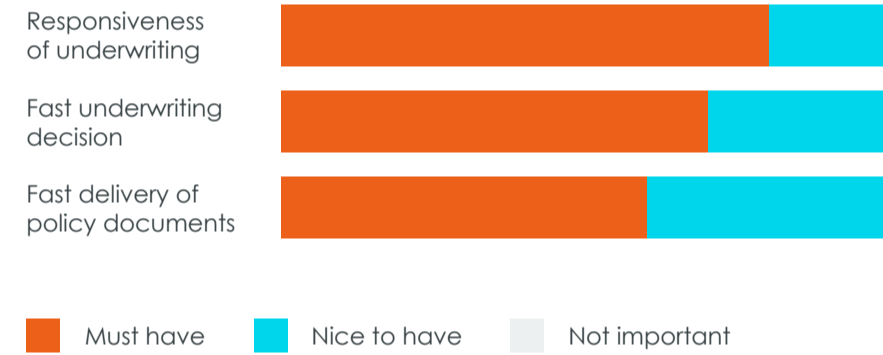
### Want

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

[Download the full report](#)

