



[www.bigimarkets.com](http://www.bigimarkets.com)

[Forget Password?](#)

[BIM Help Desk](#)

[TFT Archives](#)

## SPECIAL FEATURE

### Consider Your Customers' Experience with ACT's New Tool



The Agents Council for Technology has launched a new [Customer Experience Planning Website](#). This interactive online resource is designed to help agents understand the customer experience lifecycle and leverage technology to achieve the ease of doing business consumers expect.

The site explains the six phases of the consumer buying experience- discover, evaluate, purchase, experience, renew and refer-and breaks down the technology touchpoints agents should focus on during each phase. Tools such as a responsive agency website, online reviews, eSignature, online chat and mobile account management all have a role to play as consumers move from being aware they need insurance all the way through their in-policy experience. The site provides clear descriptions for each phase and touchpoint, along with resources for agents to use to get started improving their agency's customer experience.

"Based on your core customer needs, your agency may not want or need to implement every recommendation," says Ron Berg, ACT executive director. "However, ACT's [Customer Experience Planning Website](#) will help your agency identify the top one or two things you can do to set your agency's ease of doing business apart in this rapidly-accelerating digital age."

Be sure to check out the [Customer Experience Planning Website](#) today. Learn more about ACT at [www.iiaba.net/ACT](http://www.iiaba.net/ACT).