agent for the future

Jeff Ogard, VP of Agency Relations
October, 17, 2018
agent for the future

We believe in the enduring value of independent agents. We created this resource to provide actionable insights to help enable you to be an Agent for the Future™ – one who is thriving today and evolving to take advantage of new opportunities.

new priorities for IAs    read new report
How agents want to spend their time in 2020

- Retaining clients: 23% now, 15% in 2020
- Responding to service needs: 21% now, 10% in 2020
- Quoting new business: 21% now, 26% in 2020
- Prospecting for new clients: 9% now, 16% in 2020
How agents plan to grow in the next 5 years

- Increasing cross-sales: 78%
- New lead resources: 50%
- Adding new producers: 50%
- New digital capabilities (mobile, chat): 48%
- Increase marketing investment: 38%
- New market segments: 31%
A need to increase marketing investment

38% of independent agents surveyed said they are planning to increase their marketing investment, but ...

only 16% said they are planning on hiring a Dedicated marketing specialist
A need to embrace online account management

- 40% are comfortable
- 38% are somewhat comfortable
- 14% are not comfortable
- 8% don’t want to offer it at all
What IAs think will affect the channel by 2020

- Increasing consumer need for online/mobile: 7% no/don’t know, 33% minor, 60% major
- Millennials are largest segment: 11% no/don’t know, 34% minor, 55% major
- More sharing economy (ride/home sharing): 19% no/don’t know, 51% minor, 30% major
- Tech startup disruption: 25% no/don’t know, 49% minor, 26% major
- Increased availability of pay by mile: 34% no/don’t know, 43% minor, 23% major
- Self-driving cars: 43% no/don’t know, 35% minor, 22% major
- Growth in remote working: 27% no/don’t know, 51% minor, 22% major
- Change in ethnic makeup: 33% no/don’t know, 53% minor, 14% major

CONFIDENTIAL – PROPRIETARY – MAY CONTAIN TRADE SECRETS