2015-2016 Independent Agent/Broker and Partner Survey

General Timeframes:
Build survey: 2015
Field survey: Feb 17-Mar 30, 2016 (announce at AUGIE/ACT Mtg Feb 17), close Mar 30
Results: PREVIEW: May 2016 (prior to AUGIE Leader meeting in Pearl River, NY)
FULL DOCUMENT: *Distributed Summer 2016 – potentially during the "Digital Revolution" day in the ACORD Studio.*

Scope:
In 2010 when we received over 4,000 responses, 2006 over 7,000 responses. We included questions for all legs of the stool. To reach those numbers we need the survey target audience to have paths of questions for the following:
- Primarily Agents & Brokers
- Carriers
- Solution Providers
- Association/Others

Goals
1. To make this an educational engaging survey that utilizes technology to assist the individual in completing it.
2. To assist in communicating to the survey taker, as well as providing information that the industry/survey taker can act upon.
3. To Support the vision of the "Digital Independent Agency" who has the tools
    - *To support a single view of the client*
        o Multiple policies/lines of business
    - *To be mobile and allow for self service capabilities for the*
        o agency staff
        o client
    - *To utilize efficiencies and services*
        o **Agency**
            ▪ Let the system do the work - reduced manual entry and improve workflows
                - Use of an agency management system
                    o Security and Cyber functionality
                    o Bridging
                    o Change/endorsement processing
                - Use of all the lines of business written by the carrier
                    o Download – Personal, Commercial, Claims, eDocs and messaging
                    o Rating – Personal, Commercial, Excess & Surplus
                    o Inquiry
                    o Commission reconciliation
                    o Excess & Surplus lines
                    o Agri-Business
                    o Surety
                    o Benefits
                    o Life and Annuity (note – Cincinnati, EMC and Frankenmuth)
                - Use of other services that improve the client's experience with the agency

- o Website
- o Mobile App
- o eSignature
  - Use of reporting features to run metrics on the agencies success and profitability
  - If not going through the system is the agency using encrypted email
- o **Carriers**
  - Electronic support of the independent agent charter, "providing the client with choice and advice"
    - Connectivity through agency management system
      - o Security and Cyber functionality
      - o Bridging
      - o Change/endorsement processing
    - Implementation of all the lines of business written by the carrier
      - o Download – Personal, Commercial, Claims, eDocs and messaging
      - o Rating – Personal, Commercial, Excess & Surplus
      - o Inquiry
      - o Commission reconciliation
      - o Excess & Surplus lines
      - o Agri-Business
      - o Surety
      - o Benefits
      - o Life and Annuity (note – Cincinnati, EMC and Frankenmuth)
    - Support of the other services that improve the client's experience with the agency
      - o Website
      - o Mobile App
      - o eSignature
- o **Solution Providers**
  - Electronic support of the independent agent charter, "providing the client with choice and advice"
    - Robust agency management system
      - o Implementation of all the lines of business written by the carrier
        - Download – Personal, Commercial, Claims, eDocs and messaging
        - Rating – Personal, Commercial, Excess & Surplus
        - Inquiry
        - Commission reconciliation
        - Excess & Surplus lines
        - Agri-Business
        - Surety
        - Benefits
        - Life and Annuity (note – Cincinnati, EMC and Frankenmuth)
      - o Security and Cyber functionality
      - o Bridging
      - o Change/endorsement processing
      - o Reporting

- Support of the other services that improve the client's experience with the agency
  - Website
  - Mobile App
  - eSignature

- **Associations/Others**
  - Education, Advocacy and Communication support of the independent agent charter, "providing the client with choice and advice"
    - What type of information and education is provided to their members on the efficiencies that they can utilize?
      - eSignature
      - Mobile Apps
      - Enhanced websites
    - Full use of an agency management system
      - Download – Personal, Commercial, Claims, eDocs and messaging
      - Rating
      - Bridging
      - Inquiry
      - Commission reconciliation
      - Surety
      - Benefits
      - Life and Annuity (note – Cincinnati, EMC and Frankenmuth)
- *To realize the overall return on the industry's investment*
  - Agencies
  - Carriers
  - Solution providers
  - Associations/Others

4. To secure current information to compare to prior survey responses to assist in communicating how we've made progress throughout the years. The committees will determine which questions from prior surveys should be used in this survey.

Budget:
We have some funding left in the RT Campaign on account with ACORD. We'll be using this funding
- to work with a contractor on the "Digital Revolution"
- Contract with an organization that can assist with the development and implementation of the survey
- Assist with analyzing the results
We also plan on additional fund raising to support the "Digital Revolution"

Potential Resources
- Applied will be donating the setting up of the "Smart" survey and Analysis
- "Digital Revolution" management organization
- The College of Wooster Math department

Industry Volunteers*:*
Committee of interested people to work on developing the questions for each path
- Agencies

- Carriers
- Solution providers
- Associations/Others

Recommendations:
- Review prior surveys to determine which questions should be reused
    - Clarify Real Time Rating questions to be "Do you do RT Rating via your agency management system? Y/N   Do you do RT Rating via a comparative rater? Y/N"
- Secure a copy the IVANS 2015 survey – 616 people completed it
- Engage the Surety group to develop their questions
- Make sure that Carriers do not deploy other surveys during the Survey time period
- Make survey engaging and easy to complete
- Build in the ability
    - to save and complete the survey at a later time
    - to be a "Smart" survey. This will ensure that the survey completer only sees questions of interest to their role.
- Share raw data with those who support the survey. Emails or identification used to save and complete the survey later may not to be used for marketing purposes.
- Provide an incentive for survey completion
- Engage all stakeholders to distribute and drive partner completion, i.e. Carriers distribute and encourage their agents to participate