Independent Insurance Agents & Brokers of America, Inc.

IIABA
Agents Council for Technology

'The Customer Experience Journey'

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06/22/15

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In This Webinar…

- ACT, & CX Work Group background
- WG Goals
- Product to-date
- About the *Customer Journey*
- Phases of the Journey, Recommendations
- Summary, Continued focus

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Overview

- ACT – IA resource
  - Understand strategic trends
- How we operate
  - Carriers, vendors, agents/brokers, user groups
  - Best Practices, Education
- *FREE resource for IIABA Member agents*

FREE

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Overview

WHAT WE DO

- Customer Experience
- Future Trends
- Website, Marketing
- Security, Privacy
- Real Time, Download

- Paperless
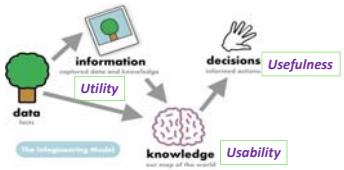- System Purchases
- eSignature
- Carriers
- E&S Markets

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CX Background

The Customer Experience Workgroup
- Why
  - Maximizing the value
  - Customer Experience as the driver
  - A distracted audience
  - Knowing is not understanding
- Our Journey Mapping Process

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Maximizing the Value

information *Utility*
data
decisions *Usefulness*
knowledge *Usability*
The Infogineering Model

Utility + Usability = Useful / Valuable
(information you need + how easy it is to consume and apply that information)

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Customer Experience as the Driver

You've got to start with the customer experience and work back toward the technology - not the other way around.

(Steve Jobs)

izquotes.com

- Fundamentally everything we do is related to our desire to deliver an exceptional experience to our customers
- Customer experience must drive how we apply the technology and processes vs. be a result of how we apply them
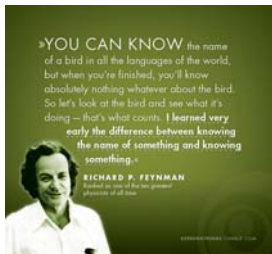
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A Distracted Audience

"Technology is so much fun but we can drown in our technology. The fog of information can drive out knowledge." Daniel J. Boorstin

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Knowing is not Understanding

»YOU CAN KNOW the name of a bird in all the languages of the world, but when you're finished, you'll know absolutely nothing whatever about the bird. So let's look at the bird and see what it's doing — that's what counts. I learned very early the difference between knowing the name of something and knowing something.«

RICHARD P. FEYNMAN

Understand their journey first, then seek to improve their experience
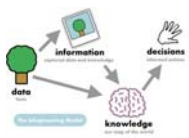
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Our Journey Mapping Process

Keys to success:
- Limiting scope
- Engaging a group of individuals with knowledge

Creating the journey map
- Developed Consumer Personas
- Identified Phases
- Mapped out each interaction & touch-point
- Defined characteristics of each
- Identified recommended actions & resources
- Tested our recommendations with select group of agencies
- Adjusted and finalized document

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CX Journey - Phases

Discover – you want to create awareness

Evaluate - you want to generate favorable consideration

Buy – you want to make it easy, demonstrate the experience you will deliver

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CX Journey - Phases

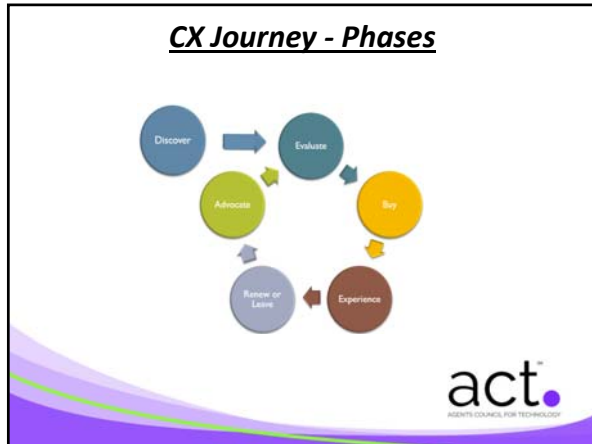**Experience** – you want to establish a bond, deliver noticeable value

Renew or Leave – you want to reinforce affiliation through proactive engagement

Advocate – you want to leverage the fan base you've established

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CX Journey - Phases

Phase 1: Discover

Buyers are self-educating, recent survey found that 74% research half or more of their work purchases online

22% of B2B marketers spend >$50m for search marketing and 40% spend >$10m search marketing

Projected $104B digital marketing spend by 2019

Source of stats, Forrester / Marketing Forum – 2015

Phase 1: Discover

Agency Objective: *Create awareness through an effective and relevant presence*

Consumer action/expectation:
- Google, or other search
- Mobile Device viewing
  - *Must be mobile-adaptable*

Resources: Google SEO Starter Guide, Moz Beginner's Guide to SEO, Google Mobile-Friendly Test , Mashable, Bmobilized, EzLynx
  Also, consult your website vendor

Phase 1: Discover

Discover

Consumer action/expectation:
— Modern/robust agency website

Design
Interactivity
Innovation
Ease of Use
Compelling Content

Resources: 'ACT - Great Agency Websites' 'TrustedChoice.com', 'Insurance Web Design', 'Astonish', 'Agency Revolution', 'EZLynx', 'ITC'.

Also ask your carriers for options

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Phase 2: Evaluate

Evaluate

We've got their attention – now what?!

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Phase 2: Evaluate

Evaluate

Agency Objective: Generate favorable consideration and capture the consumer through a sound digital presence

Consumer action/expectation:
– Evaluating agents via website/overall digital presence
– Blogs, Availability, 'About Us', Contact Options

Resources: Blogs WordPress - Blog Mobile

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Phase 2: Evaluate

Evaluate

Consumer action/expectation:

– Able to get/compare rates – Real Time

Resources: Boston Software, EZLynx, Multico, QQ Solutions, TrustedChoice.com, Vertafore

Some industry providers:

Boston Software

Vertafore

Trusted Choice

QQSOLUTIONS

EzLynx

Multico

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Phase 2: Evaluate

Evaluate

Consumer action/expectation

• Validate agency via reviews in multiple locations

– Agency website, social sites,

Resources: Social reviews
WordPress Review Plug-In
Apps to Gather Customer Feedback

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Phase 3: Buy

Buy

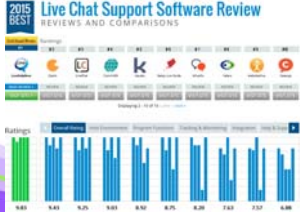*Agency Objective:* Make the purchase easy & deliver an experience the consumer expects. EASE OF USE

• Chat – How is it useful?
• EFT/CC
• eSignature / Easy App

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Phase 3: Buy

Buy

- Chat – Who is using it? *Discuss text support & expectations*

Resources: Tips for Chat Beginners

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Phase 3: Buy

Buy

- eSignature / Easy App

Resources: ACT – eSig Vendor Solutions
ACT – Agent Resources
Locke-Lord Analysis

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Phase 3: Buy

Buy

- EFT/CC
  *Card Payment   ACH   Recurring
  Payment Integration*

Resources: Simply Easier Payments
Priority Payment Systems

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Phase 4: Experience

Agency Objective: *Establish a bond with Client thru continued engagements which deliver noticeable value.*

- **Mobile** Acct mgmt / Access to documents
- **Agency Portal** Access to Policy Forms, Info
- Value-added <u>proactive</u> services

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Phase 4: Experience

- **Mobile** Acct management

    Resources: APPLIED CSR24   QQSOLUTIONS

    Insurance Agent   MyPocket Insurance

    SehMobile   the policy spot   FLURRY
    Mobile App Overview

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Phase 4: Experience

- **AGENCY PORTAL** Access to Policy Forms, Info

    Resources: ZYWAVE   EzLynx

    APPLIED
    APPLIED CSR24 2013

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Phase 4: Experience

- Value-added <u>proactive</u> services
  - *What they don't know they need*
    - Shredding, defensive driving classes
    - Commercial – Risk mgmt, Safety consulting

  Resources: InGuard
        ACT – Use Tech to Drive Marketing Strategy

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Phase 5: Renew/Leave

Agency Objective: Reinforce affiliation through proactive engagement to secure the renewal based on Client's needs.

Consumer expectation:
- Proactive renewal explanations / Life-changes check-in calls
- Claims experiences handled proactively by agency

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Phase 5: Renew/Leave

- **Proactive renewal explanations / Life-changes check-in calls**
  - *Use vendor resources to <u>keep</u> clients informed, engaged throughout year. Develop processes for identifying rate or life-cycle changes for proactive outreach by agency.*

  Resources: Agency Advantage   Applied   Ebix
  EZLynx   HawkSoft   ITC   Multico   NASA
  QQ Solutions   Vertafore   XDimensional/Nexsure

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Phase 5: Renew/Leave

- **Positive Claims experience**
  Claims Communication Plan and Immediate Response
  Critical point in clients' lives, relationship with agency

  Resources: Agency Advantage   Applied   Ebix
  EZLynx   HawkSoft   ITC   Multico   NASA
  QQ Solutions   Vertafore   XDimensional/Nexsure

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Phase 6: Advocate

Agency Objective: Leverage the Client's relationship to drive future sales and referrals.

- **Reviews**
- **Video Testimonials**

*Effective use of **Advocate** strategies shortens the new prospect journey, jumping over the **Discover** phase and shortening the **Evaluate** phase.*

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Phase 6: Advocate

- **Reviews**
  - *Establish agency processes that encourage client reviews in social media and on rating/review websites.*

  Resources: 3 Ways to Leverage Social Reviews
  WordPress Plug-In for Customer Reviews
  9 Web Apps for Gathering Customer feedback
  Using Google+ for Agency Awareness

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Phase 6: Advocate

- **Video Testimonials**
  - *Utilize simple video equipment or smart phones*
  - *Leverage across multiple platforms*
    - *Agency website*
    - *Social media*
    - *Email prospecting sequence*

  Resources: Brainshark – Video Testimonials Creating Great Video Testimonials
    Testimonials That Catch Fire on Social

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Summary

- Six phases, critical touchpoints

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Next Steps

- Expect continued, rapid evolution of technology
- Consumer/Client expectations will evolve as other industries offer more convenience and speed.
- Customer Journey Recommendation Document to be kept 'evergreen' with regular updates
- Plan for a deeper-dive into Commercial Lines

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'Internet Marketing' tab, then *'Sales & Marketing'* tab

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ACT & Other IIABA Programs

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Best Practices enhance agency value®

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SELECTIVE® Response is everything.

Selective's Agency Customer Experience Program

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Session #1

- Education on the importance of a quality customer experience and how it can impact your bottom line
- Insight into your perception of the customer experience at your agency
  - Areas of success
  - Areas of opportunity
- Customized customer survey
  - Granular results based on available customer data

Session #2

- Insight into your agency customer experience through the results of your customer survey
- Identification of gaps between your perception of the customer experience and how the customer feels
- Development of a customer experience action plan
  - 10-15 short-term initiatives that will improve the customer experience at your agency

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The Customer Experience Journey

Questions?

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Thank you!

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