Act Meeting – Fall 2019, Ft Worth, TX

10/23/19 Customer Experience Breakout - Summary of Notes

Ginny Winkworth – gave overview of ACT CX workgroup mission and accomplishments to date. Reviewed phases of the CX journey

Stacey Cooper (Safeco) - gave group perspective on value of focusing on CX

MAIN DISCUSSION: Customer Experience – Digital

Table Discussions Qs:

The policyholder is king and is demanding ease of doing business.

Think about the CX Journey website and touchpoints we currently have mapped out.

1) What new and/or crucial digital interactions are customers expecting?
2) What education/insights/instructions need to be in place for agents to adopt?
3) Are there roadblocks or pain points preventing us moving forward on any of these?
   o Which stakeholder(s) need to react (carriers, vendors, agents)

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1) What new and/or crucial digital interactions are customers expecting?

24/7 Service

- Customers are expecting immediacy in response
- They are used to the "Amazon-like" experience

Communication

- Customers want communication when and how they want
- Agents need to meet them "where they want" - not the way broker wants
- Examples of ways customer expects communication
  o Texting
  o Live Chat with agents
  o Social media
  o Mobile apps

Online payment options

- Need to offer options such as
  o ApplePay
  o Venmo
  o Zelle

Use of video to provide information

- There is an expectation of fast/quick interactions and delivery of information
- Video is underutilized method
- Consider video use for education of customer on:
    - coverages
    - processes such as claim reporting
    - presenting proposals

Ease of doing business

- Agents that make it as easy as possible for consumer to buy will have advantage
    - Mobile friendly websites
    - E signature
    - Self Service Portals
- Straight through processing
- Need to provide information in easily consumable format

Human Element

- Consumer wants technology for sale/service but still want human element (trusted advisor)
- Expect agent to touch base even if issue (s) at hand are not resolved to give "status update"

2) What education/insights/instructions need to be in place for agents to adopt?

ACT

- Website is useful but is Personal Lines heavy, need to expand Commercial Lines resources/tools
- Many agents are not aware of ACT's presence and thus resources are not being used

Use of video to provide information

- It is easily consumable by the customer
- Use to provide examples/use cases/stories

Assistance

- Agents want a way to assess CX and figure out what to focus on

Training

- Needs to be interactive
- Agency Management System training is desired by agents
  - Prevailing feeling Agency Management Systems are underutilized (only 20% of capabilities)
- Agents want to better understand E&O potential as well as privacy and security issues of various technologies
- Consider "centers of excellence"
  - Team members trained as experts on specific topics – become point person for those issues within agency

Personal Interactions

- Remember to use technology to better serve but not to just serve and forget
- Customers still want high touch engagement w/agents but for "right reasons", not just things they can handle automatedly
- Customers want speed of service but not at expense of no longer having an agent to advise
- "Technology needs to complement the agent's efforts"

Customer Feedback

- Ask customers about their experiences and address the "bad news"
  - Rocket referrals as example

3) Are there roadblocks or pain points preventing us moving forward on any of these? And which stakeholder(s) need to react (carriers, vendors, agents)?

Time necessary

- To understand technologies
- To implement
- Particularly for small agencies

Cost

- Including high cost of multiple systems – no one system can do everything needed
- What is ROI of implementation?

Training needed:

- To educate staff and implement

Carrier adoption

- Inconsistent carrier technologies
  - Some are "trying" to embrace at least some technologies but lack standardization
- Many carriers are not adopting all capabilities

Fear

- Of losing relationships
- Of the lack of understanding/unfamiliarity with technologies
- Of changing workflows and processes
- Of needing to hire technical expertise
- Of E&O and security issues

Lack of strategy

- No roadmap for implementation

Reluctance to change

- Reactive vs Proactive approach by agents
- Agents holding onto "Old models"

Systems

- Agents need access to customer data when not in the office

ACT

- Promotion of some tools and services on website takes away from "lessons being taught"

One table stated "There are gobs and gobs" of pain points and roadblocks