

Agent Voices 2019: **Summary of Key Findings**

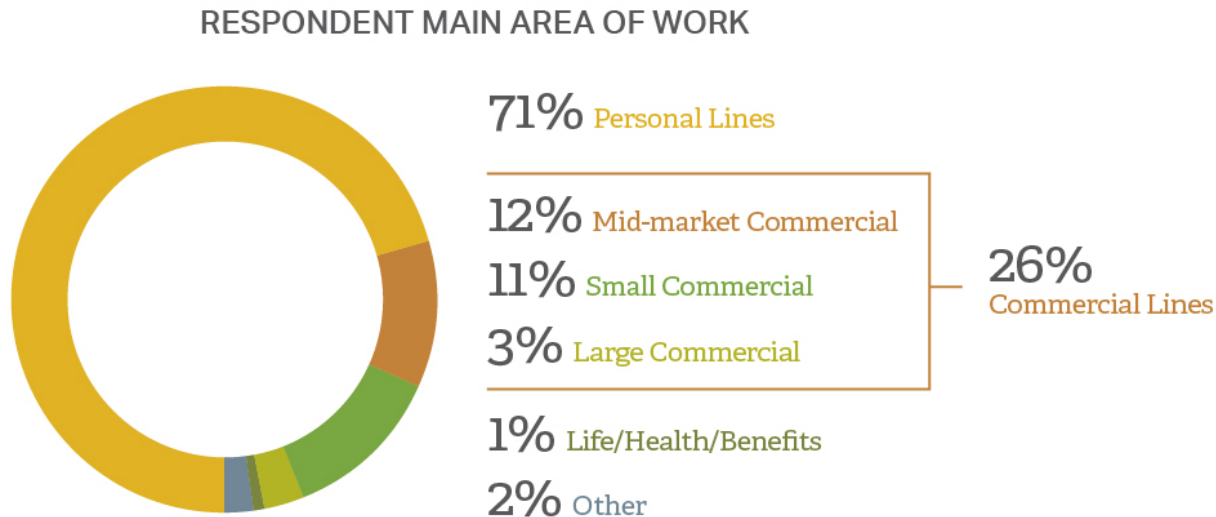


channel harvest research

Feed your strategic planning

Methodology

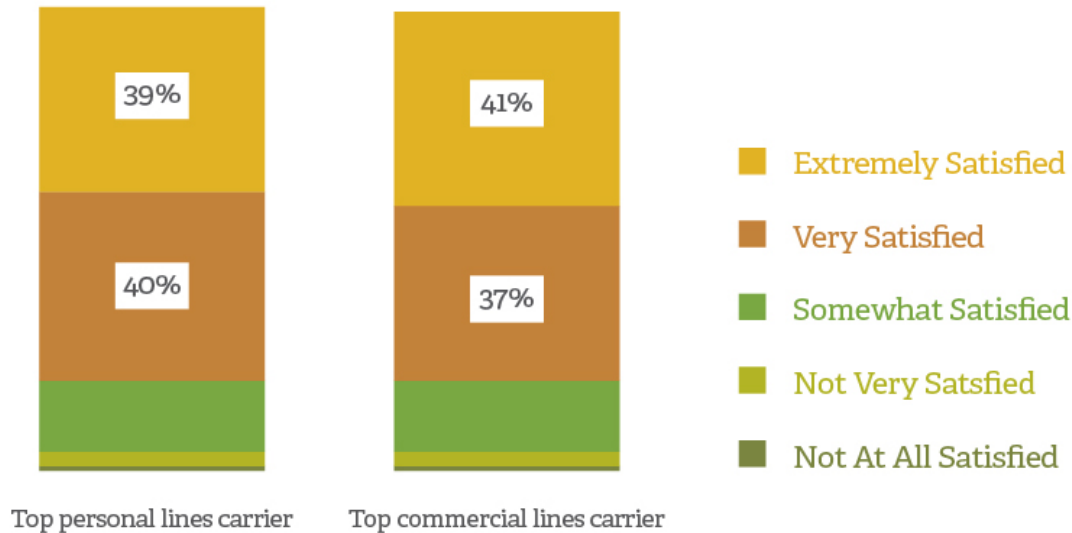
- Online survey of 6,411 independent agents (margin of error +/- 1.2%)
- Convenience sample: Agents were invited to take the survey
- Survey conducted January-April 2019
- Mix of roles, experience, demographics, personal/commercial, etc.



Carrier Ratings & Rankings

Overall Satisfaction

HOW SATISFIED ARE YOU WITH YOUR LEADING CARRIER?



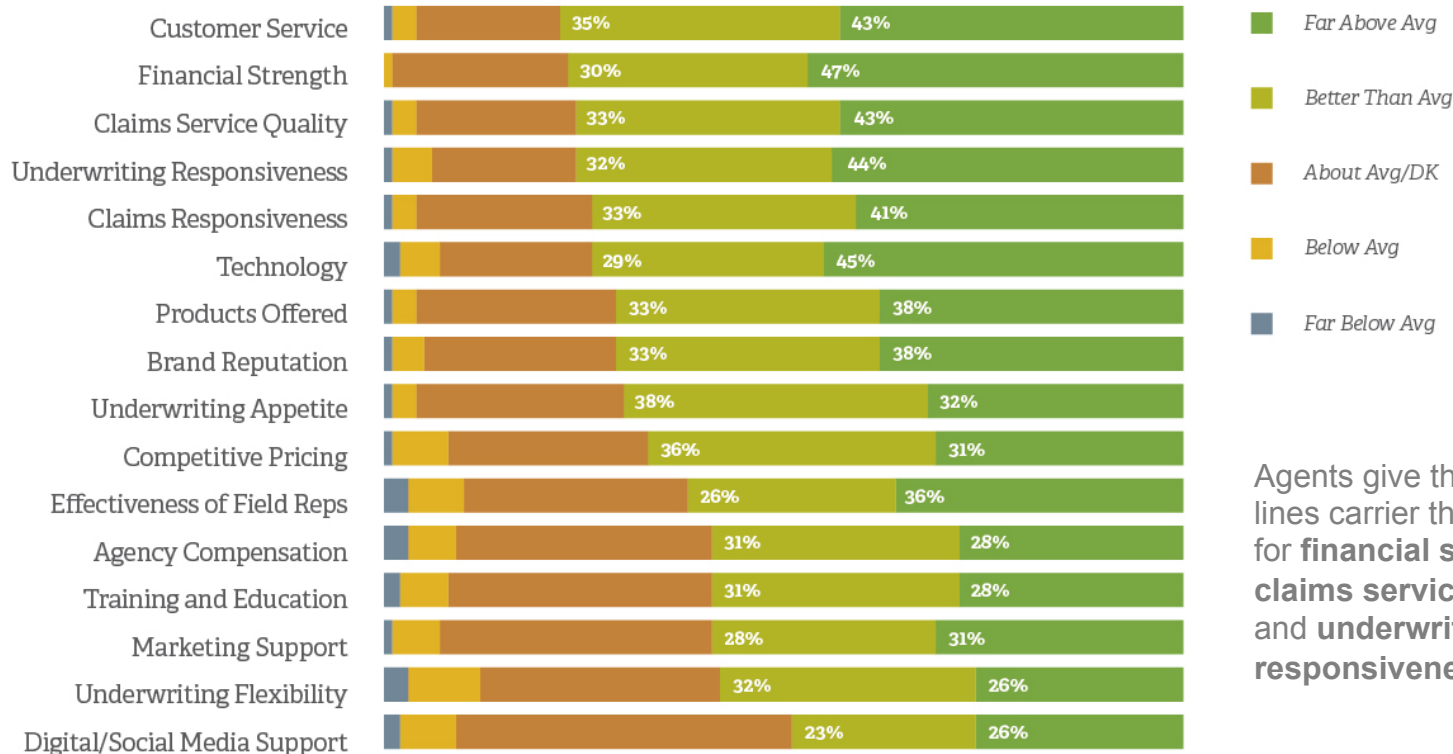
Large majorities are extremely or very satisfied with their top personal lines carrier and top commercial lines carrier.



Carrier Ratings & Rankings

Select Attributes: Personal Lines Carriers

HOW WOULD YOU RATE YOUR LEADING PERSONAL LINES CARRIER ON THE FOLLOWING ATTRIBUTES?



Agents give their top personal lines carrier the highest marks for **financial strength**, **claims service quality** and **underwriting responsiveness**.



Carrier Ratings & Rankings

Select Attributes: Personal Lines Carriers

HOW WOULD YOU RATE YOUR LEADING PERSONAL LINES CARRIER ON THE FOLLOWING ATTRIBUTES?

"FAR ABOVE AVERAGE" SCORES



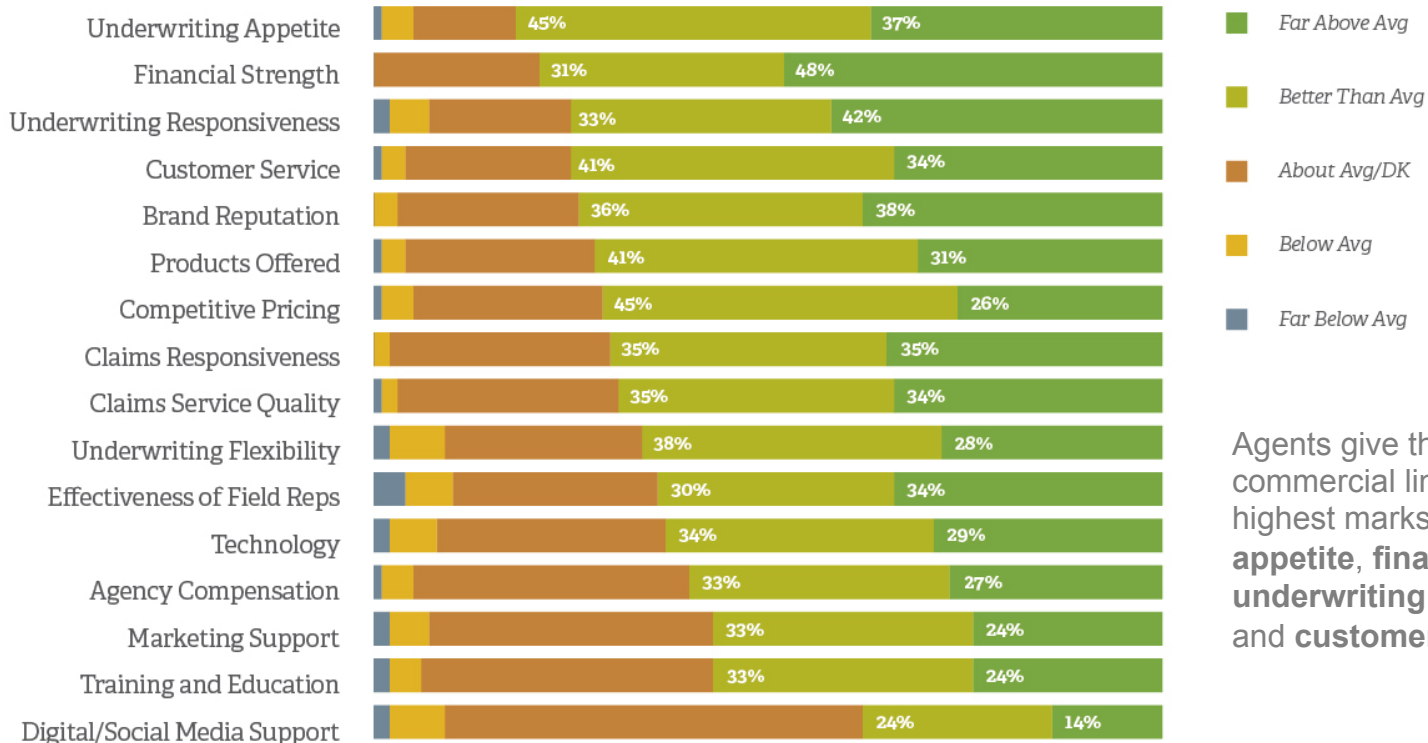
Agents give their top personal lines carrier the lowest marks for **digital/social media support**, **underwriting flexibility** and **agency compensation**.



Carrier Ratings & Rankings

Select Attributes: Commercial Lines Carriers

HOW WOULD YOU RATE YOUR LEADING COMMERCIAL
LINES CARRIER ON THE FOLLOWING ATTRIBUTES?



Agents give their top commercial lines carrier the highest marks for **underwriting appetite**, **financial strength**, **underwriting responsiveness** and **customer service**.



Carrier Ratings & Rankings

Select Attributes: Commercial Lines Carriers

HOW WOULD YOU RATE YOUR LEADING COMMERCIAL
LINES CARRIER ON THE FOLLOWING ATTRIBUTES?

"FAR ABOVE AVERAGE" SCORES



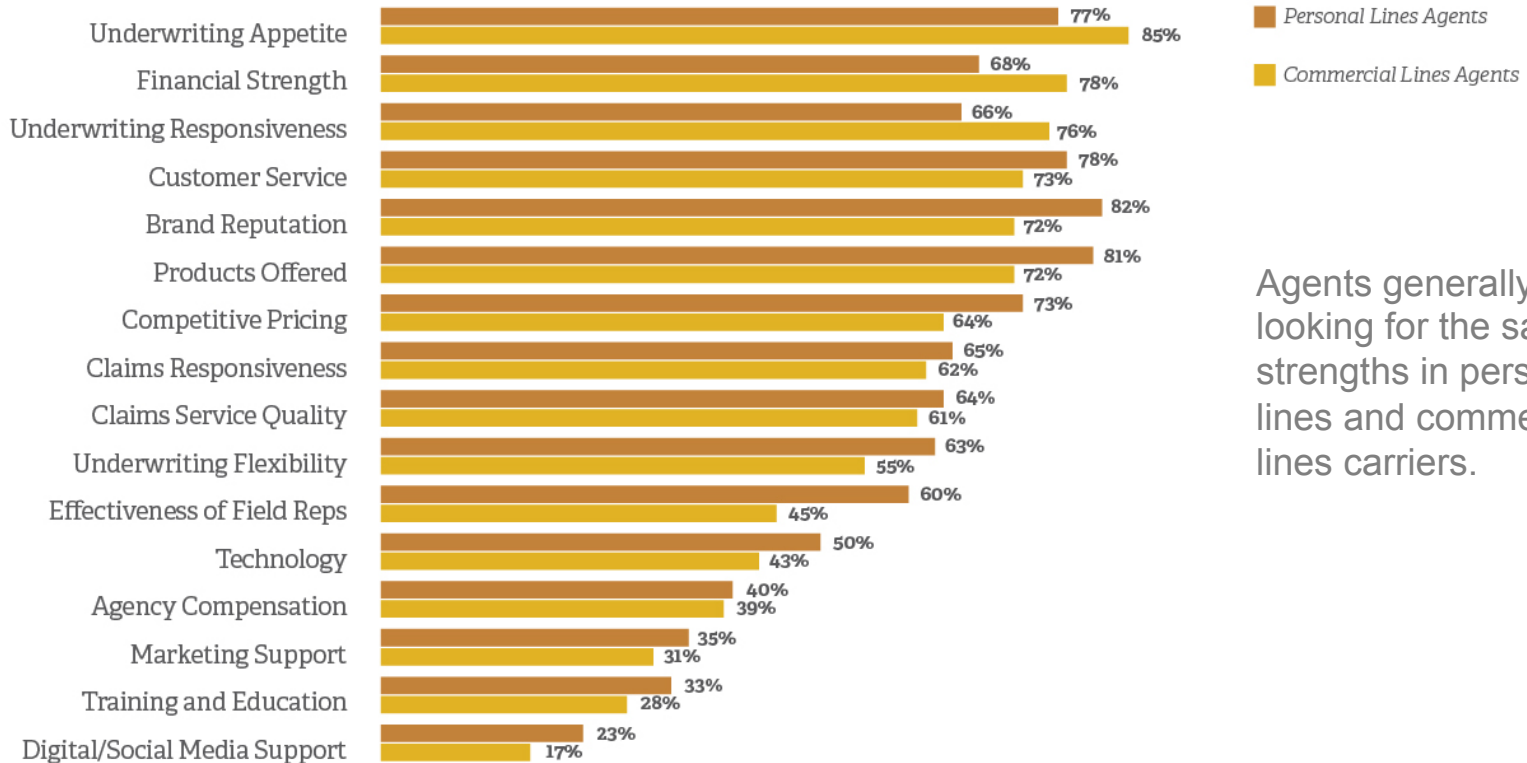
Agents give their top personal lines carrier the lowest marks for **digital/social media support, training and education and competitive pricing.**



Carrier Rating & Rankings

Importance of Select Attributes

% WHO RATE EACH ATTRIBUTE AS "VERY IMPORTANT"



Agents generally are looking for the same strengths in personal lines and commercial lines carriers.





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