

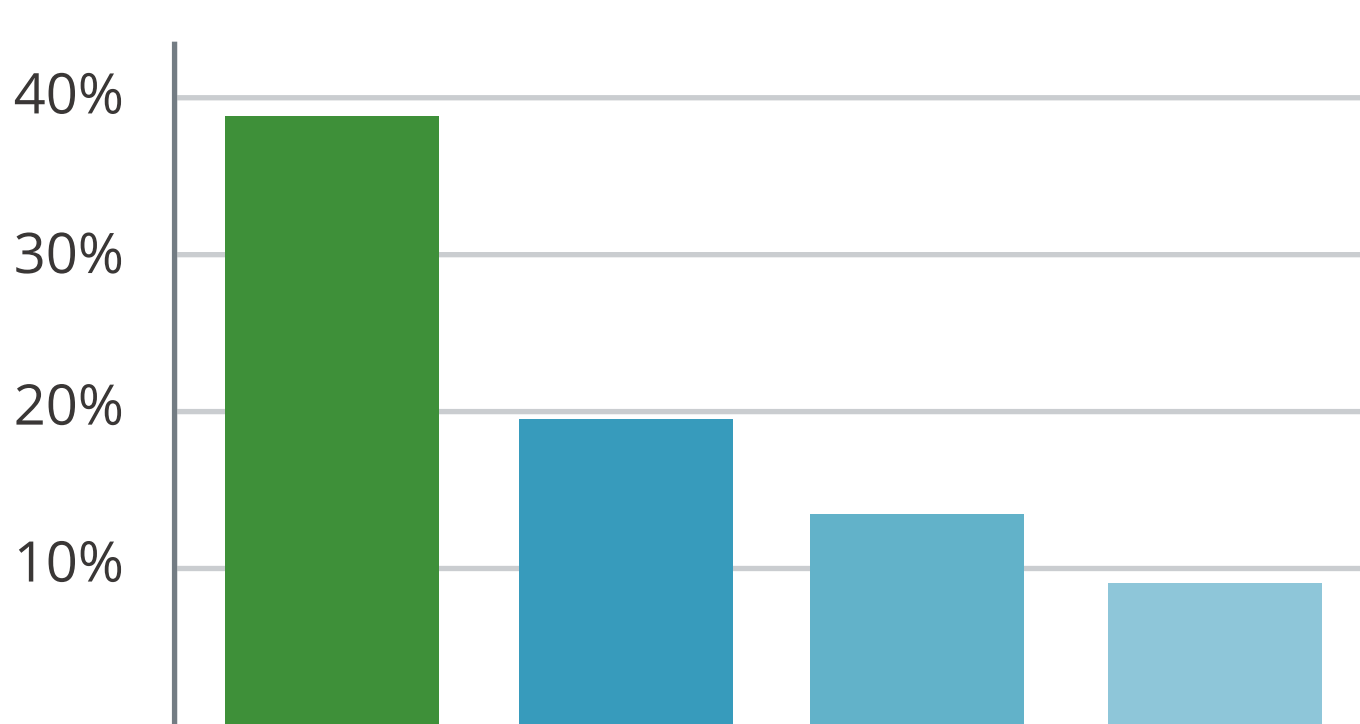
Insurance Agency Technology in 2019:

Database management, commissions processing, and marketing & workflow automation

presented by:  **agencybloc**

For the past 3 years, we've surveyed life and health insurance agencies of all sizes to learn how they use technology to manage their books of business, process commissions, and utilize workflow and marketing automation.

What does your agency mainly use to manage its book of business?



- Insurance-specific agency management system (AMS)
- Customer relationship management software (CRM)
- Excel spreadsheets
- Paper files

30%

of insurance agencies plan to adopt a new AMS in 2019.

AgencyBloc 2019 Insurance Agency Tech Survey

90%

of a manager's time can be spent updating spreadsheets with new numbers.

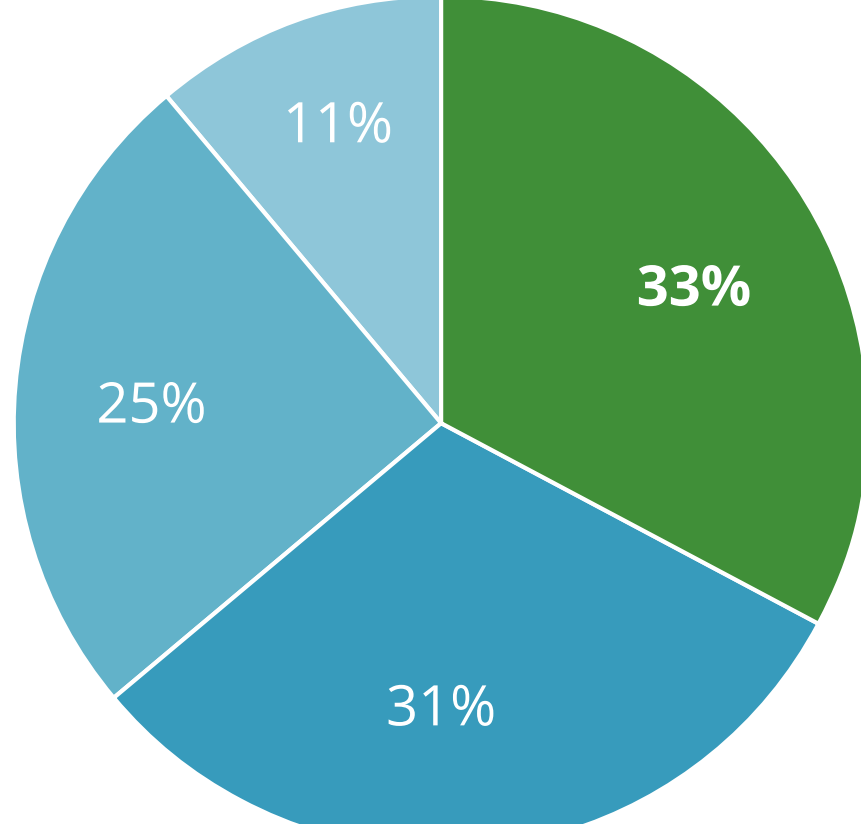
InsightSquared

12 hours

is spent each month "consolidating, modifying, and correcting" spreadsheets.

TechTarget

What does your insurance agency use to process and track commissions?



- Insurance-specific agency management system (AMS)
- Excel spreadsheets
- Commissions-specific software
- I don't process or track commissions

37%

of agencies noted lead generation as their #1 overall challenge.

AgencyBloc 2019 Insurance Agency Tech Survey

88%

of Excel spreadsheets contain errors.

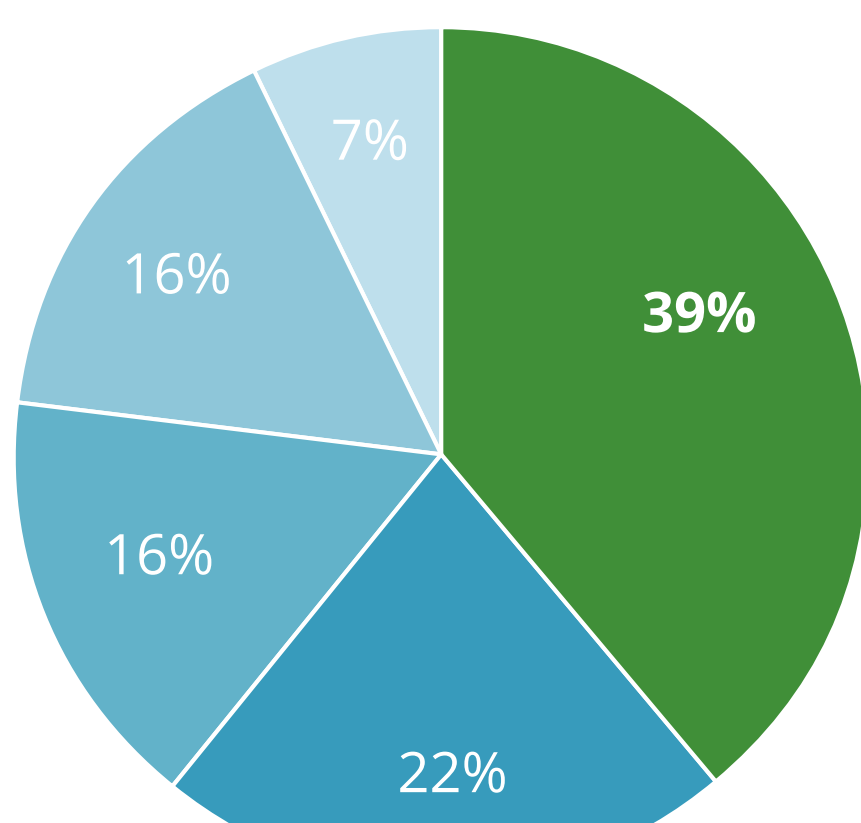
MarketWatch

\$33,000

can be saved every year in employee time by automating commissions processing in an AMS like AgencyBloc.

AgencyBloc

What does your agency struggle with most when it comes to commissions processing?



- Identifying missed commissions from carriers
- Processing in a timely manner
- Tracking commissions for each agent
- Projecting out future commissions
- Other

24%

of agencies would identify missed commissions if they had the tech to do so.

AgencyBloc 2019 Insurance Agency Tech Survey

37%

of agencies project their commission payments and use it to analyze revenue.

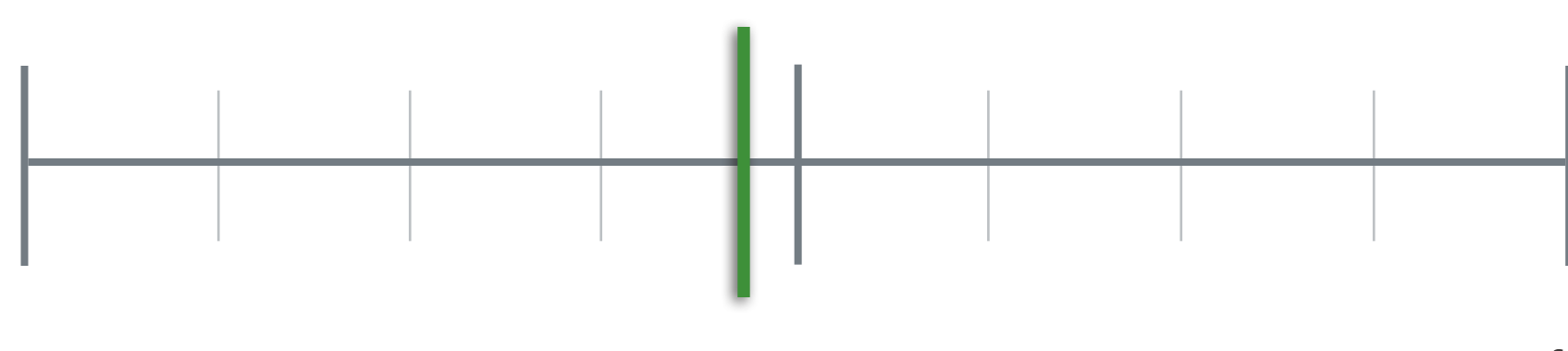
AgencyBloc 2019 Insurance Agency Tech Survey

90%

of errors can be reduced when a company moves to a commission-based system (like an AMS) instead of spreadsheets.

Gartner

How familiar/comfortable are you with automation tools?



Very new to automation

Average

Very familiar with automation

50%

of sales go to the first person who reaches out.

InsideSales

9x

more likely to convert web leads when you follow up within 5 minutes.

InsideSales

33%

of agencies currently utilize automation tools.

AgencyBloc 2019 Insurance Agency Tech Survey



www.agencybloc.com/schedule-demo/

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Sources

AgencyBloc
AgencyBloc 2018 Insurance Agency Tech Survey
Gartner
InsideSales
InsightSquared
MarketWatch
TechTarget
Turbine