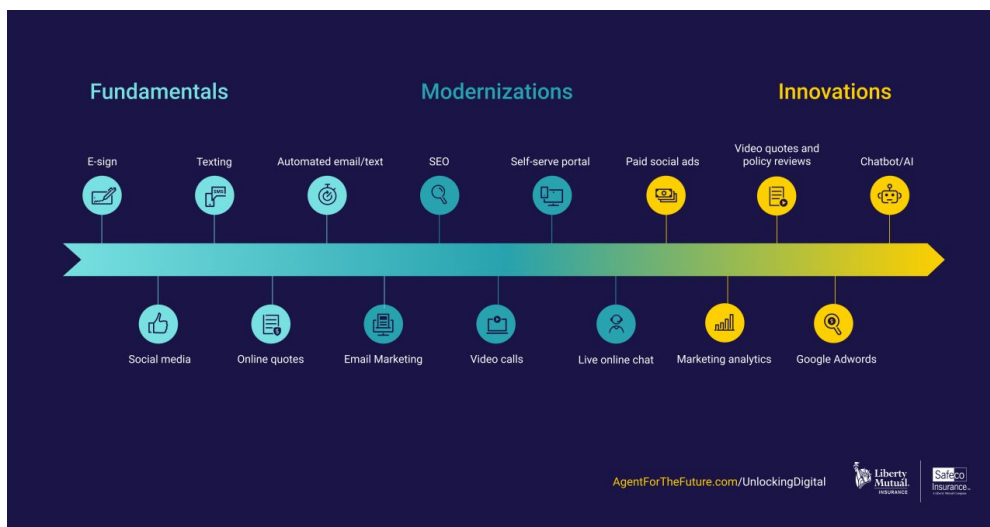


Learn How to Unlock the Power of Digital in Your Agency



Liberty Mutual | Safeco on August 13, 2021



There's no question that investing in digital technology is good for insurance agencies.

According to Liberty Mutual and Safeco's **Rise of the Digital Insurance Agency** research report, highly digital agencies grow revenue 60% faster than low digital adopters.

Modern consumers also expect great digital experiences from businesses they interact with. According to separate research from Liberty Mutual, 82% of consumers believe a company's digital experience is either somewhat or very important when they are considering doing business. Plus, digital interactions shape how customers experience the business: 68% of consumers reported feeling satisfied after a good digital experience, while 67% reported feeling frustrated after a bad digital experience.

All this points to the importance of investing in digital. But where should agencies begin?

Liberty Mutual and Safeco recently released a **new interactive experience** designed to help independent insurance agencies navigate digital transformation. The experience is based on the findings of the Rise of the Digital Agency research, which analyzed more than 20 digital capabilities. Fifteen of those capabilities were plotted into a digital framework and grouped based on complexity – from fundamentals to modernizations to innovations.

Rather than trying to adopt the full range of digital capabilities all at once, the research pointed to the value of laying a foundation of digital tools and tactics which agencies can then optimize and expand upon.

Agencies that are just beginning their digital journey should start with fundamentals, including capabilities such as social media, texting and online quotes.

Those who have mastered fundamentals can build upon their digital capabilities with modernizations such as SEO, self-service portals and live online chat.

And agencies that are further along the digital transformation path can invest in innovations such as paid social ads, video quotes and policy reviews and AI chatbots.

In the **new interactive experience** on AgentForTheFuture.com, independent agents can take a **three-minute assessment** to find where their agency lands on this framework, receive customized recommendations on their next best steps and explore curated content on how to strategically implement digital.

Visit AgentForTheFuture.com to **take the assessment** and **explore the framework**.



Liberty Mutual | Safeco

We exist to help independent agents succeed. On Agent for the Future™, we share actionable insights, practical advice and agency success stories to help agents thrive today and evolve to take advantage of new opportunities in the future.

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