

Agency Productivity Assessment™

Basic Agency Information

These questions provide basic demographic information.

- 1. How many employees in the entire organization?**
- 2. How many outside sales staff in the entire organization?**
- 3. How many IT staff in the entire organization?**
- 4. How many separate locations in the entire organization?**
- 5. Does your organization use a traditional agency management system?**
 - Yes
 - No
- 6. What agency management system do you use? Please include vendor and platform (Select all that apply).**
 - Agency Advantage
 - Agency Automation: The TIME System
 - Agency Business Systems: ABS Agency Builder
 - Agency Master: Gold
 - Agency Master: Platinum
 - Agency Matrix
 - Agency Systems: Newton
 - AgencyBloc
 - AgentCubed Agency
 - Applied Systems: DORIS
 - Applied Systems: Epic
 - Applied Systems: TAM
 - Applied Systems: Vision
 - Assurance Systems: AccuAgency
 - Choices Software: Anywhere
 - Choices Software: Anywhere Pro
 - Cloud Agency Management Software
 - EbixASP
 - Evolution Agency Management: Evolution eVo
 - GBS: Agency Expert
 - Hawksoft

- Hoffman Computer Systems: Amsoft for Windows
- iMarketing Pro Systems: iAgentPro
- Impowersoft: Aspire
- Insurance Technologies Corp (ITC): InsurancePro
- Jenesis
- Multi-Agency Insurance Systems: MAIS
- NASA: Eclipse
- NowCerts
- Owsy Corp: Bind.HQ
- QQSolutions: QQ Catalyst
- QQSolutions: QQ Evolution
- QuikFusion: Ajunt
- Quomation: PowerManage
- SIS: Partner XE
- Special Agent
- TechCanary: Canary AMS
- Terrace Software: ABS
- United Software Developers: Agency Management System
- Vertafore: Sagitta
- Vertafore: Agency Platform
- Vertafore: AMS360
- Vertafore: FSC Manager
- Vertafore: InStar
- Vertafore: Prime
- Veruna AMR
- VRC: Velocity
- Webcetera: EZLynx Management System
- Xanatek: IMS
- XDimensional Technology: Nexsure
- Other:

7. What Benefits Management system do you use? (select all that apply)

- We don't write benefits or financial services business.
- Our agency management system
- AgencyBloc
- Vertafore - BenefitPoint
- Zywave - Benefits Version
- Zywave - P&C Version
- Other:

Technology Management

This section addresses the overall management attitude toward technology and the effect technology has on the overall management process in the agency.

8. Approximately what portion of agency owners and/or managers have access to and use information available from agency technology systems (including agency policy management system, document management system, benefits system, and marketing system)?

- Close to 100%
- About 75%
- About 50%
- Not very many
- Few or none

9. How active a role does management take in creating and maintaining an overall technology strategy for the agency and supports its implementation?

- Very active
- Somewhat active
- Not very involved

10. Does the agency belong to the agency management system user group and regularly attend local and/or national meetings?

- Belong and attend both local and national meetings
- Belong and attend local meetings
- Belong but no one in the office attends meetings
- Do not belong to a user's group
- I am not aware of a user group opportunity for my system

11. How many agency staff participate in local and/or national user group (chapter) activities?

- More than two
- One or two people
- One person
- No one in the organization participates.

12. Does the organization have an internal group that regularly reviews and discusses technology that might improve productivity within the office?

- Select group meets regularly
- Yes, but someone from the management team does not participate
- We have a group, but they rarely meet
- We do not have such a group

13. Do job descriptions include the level of computer skills required to perform the job successfully (for example, intermediate Word and Excel for commercial CSAs)?

- Yes
- Management system skills only
- No

14. As part of your employee selection process do you validate the level of computer competency using a testing process?

- Yes
- No

15. Do you provide for and/or reimburse employee technology training?

- For all technology applications used in the organization
- Management system only
- No

16. Does the agency have a written strategic technology plan that is part of the overall company business plan?

- Yes
- Budget line item only
- We don't have a formal business plan

17. How do you budget for technology expenses?

- We consistently allocate a percentage of revenue each year
- We determine projects that need to be completed and budget as needed.
- Based on last year's spending
- We don't have a formal budget

Technology Administration

This section addresses how you are currently using your technology resources and if you are getting the most out of what you already have in place.

18. Do you monitor and audit your management system database to ensure the information is complete, accurate, and consistent?

- Yes, more frequently than annually
- Yes, annually
- No

19. Are you using the most current version of your agency management system vendor's software?

- Yes
- One version behind
- More than one version behind
- I don't know

20. How are policies, invoices, statements and other documents delivered to clients?

- All documents maintained in secure client web portal with 24/7 access
- Emailed unless paper specifically requested
- Client asked for their preference
- We always mail the document

21. Do you obtain written consent from each client that receives electronic delivery of documents?

- Yes
- No

22. How do you quote new and renewal personal lines policies? (Select all that apply)

- Real-time web-based premium comparison system (comparative rater)
- Real-time using management system (i.e., Transformation Station or TransActNow)
- Locally installed software comparative rating program
- Insurance company website
- Our organization does not write personal lines business
- Other:

23. How do you quote commercial lines new and renewal policies? (Select all that apply)

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- Other:

24. How do you currently handle completing non-standard forms such as insurance company supplemental applications?

- Create custom form in agency management system
- Convert paper form to fillable PDF form
- Typewriter
- By hand

25. Are you using real-time carrier interface services available through your management system (Transformation Station, TransactNOW, etc.)?

- Yes, for all companies currently available
- Yes, for a limited number of companies
- Installed but staff not actively using
- No / Don't know

26. When was the last time you accessed the IVANS Connection Portal for the agency?

- This month
- The last quarter
- One time
- I don't know what this is.

27. Does the agency have a full electronic document management system in place?

- Yes
- No

28. If yes, where are the actual electronic documents stored?

- Third-party document management system
- Attached to the client file in the agency management system
- Stored on a network drive
- Stored on user computer

29. When are electronic documents captured? (Select all that apply)

- Early capture: paper mail and electronic faxes captured and when received in agency and distributed.
- Electronic documents (email, carrier downloaded documents, etc.) captured at individual customer service agent desktop
- Late capture: paper scanned after received and processed by staff (barcode cover sheet)
- Desktop capture: Paper scanned by CSA at desktop

30. Does the agency use a consistent naming convention for capturing and storing documents?

- Yes
- No
- I don't know

31. Does anyone in your agency print management system forms or documents as hard copy to be kept in a paper file or create a pdf to be kept in an electronic file rather than accessing the form from the management system only when needed?

- Never
- Rarely
- Sometimes
- Always

32. How does the agency manage user ID's and Passwords? (select all that apply)

- Agency management system function
- Federated ID for all carriers that support it
- Agency wide Single Sign On (SSO) solution
- Employees create their own system

33. How does the agency acknowledge the need to protect client and employee private information?

- Written data breach policy in place that addresses all privacy legislation requirements (i.e., GLB, HIPAA, SOX, State breach notification laws, etc.)
- Written policy in place that addresses GLB and HIPAA
- The agency does not have a data breach policy

Technology Infrastructure

We don't pretend to be a network and infrastructure expert. This section takes a simple look to make sure you have the basics in place.

34. How is the agency technology infrastructure managed?

- Contracted Managed Service Provider
- Desktop as a Service (DaaS)
- In-House IT person(s)
- The agency relies on management system vendor

35. Does the agency have a formal written business continuity (disaster recovery) plan in place?

- Yes
- No
- I don't know

36. If there is a business continuity plan in place how often is it tested?

- At least once a year
- Less than once a year
- When it was first approved
- The plan has never been tested
- We don't have a business continuity plan

37. Does the agency backup all system data and programs on a consistent schedule?

- All programs and data in the agency to local media. (in-house)
- Backups handled by cloud provider (online).
- Incremental back-up of data after initial backup seed
- We don't have a consistent backup process

38. If using local media, does the agency consistently keep a physical backup of data off-site?

- Yes, physical backup media taken home each night by a staff member
- Yes, using a local service to pick up and store backup media
- No

39. What provisions has the agency made for emergency backup power?

- Battery backup for critical systems for at least 1 hour
- Battery backup for all systems for at least 1 hour
- Emergency generator automatically engaged when power lost
- No provision made
- Other:

40. When do you replace your desktop computers?

- When they fall below defined specifications (i.e., processing speed, memory)
- On a regular schedule (i.e., every three years)
- When they stop working

41. Does the agency have multiple monitors on desktops?

- Yes, including 3 or more monitors for certain positions
- Yes, at least two on all desktops
- Yes, at least two on selected desktops only
- No

42. What operating system is running your network servers?

- We use Desktop as a Service (DaaS) to eliminate the need for a local network
- Windows Server 2016
- Windows Server 2012
- Windows Server 2012 R2
- Windows Server 2008
- Windows Server 2008 R2
- Windows Server 2000
- Other:

43. What operating system is running on your desktop computers? (Select all that apply)

- Windows 10
- Windows 8 or 8.1
- Windows 7
- Windows Vista
- Windows XP
- Other:

44. Microsoft Critical Updates are installed on your desktops:

- User systems updated automatically
- Once a month
- As soon as possible upon review and approval by IT
- When IT has a chance
- I don't know
- Other:

45. Microsoft Critical Updates are installed on your server:

- As soon as possible upon review and approval by IT
- Once a month
- When IT has a chance
- I don't know
- Other:

46. How does the agency manage email?

- Hosted Microsoft Exchange Service Provider
- Internally managed Microsoft Exchange Server
- Lotus Notes
- Desktop Outlook only
- We use a free email service (Yahoo, Outlook, Gmail)

47. Do you monitor and track all office access to the Internet?

- Yes, all activity including webmail, social platforms, and IM
- Yes, websites only
- No

48. Of the following, how many do you use to protect the agency network from external threats? (Select all that apply)

- Virus software at server level
- Virus software on the desktop
- Network-based spam filter
- Externally-hosted spam filter
- Internal hardware firewall
- Desktop software firewall
- Network intrusion detection software
- I don't know

49. Does the agency currently use some form of software as a service (SaaS) and/or cloud computing platform?

- For all agency systems
- For agency management system(s)
- For selected agency functions
- No
- I don't know

50. Does the agency use Mobile Device Management software?

- Yes, for all mobile devices used by agency employees
- Yes, only for agency owned mobile devices
- No
- I don't know

51. Does the agency provide staff with the option to work from a remote location?

- Regularly
- On occasion
- No, the agency does not allow

Marketing and Sales Technology

Bringing in new business and developing your current book is vital for agency growth and health. This section explores how your organization uses technology to grow.

52. Do producers have full access to and use the agency management system?

- No, they producers are limited to view only client contact and policy information
- Yes, and producers are encouraged to capture and update client information
- Yes, but limited access
- We don't allow sales staff to use the system

53. How does the agency maintain and track prospect information? (select all that apply)

- An integrated prospect management system
- In the agency management system
- Producers track and report using a tool / system of their choice
- We don't track prospect information organization-wide

54. Does the agency use a system specifically design for automated marketing or campaign management?

- Yes
- No
- I don't know

55. Does the agency have a specific system to track producer performance?

- Yes, including full sales pipeline management
- Yes, we track sales made
- Sales staff tracks and management validates sales activity
- No, sales staff tracks their own performance

56. Do producers have and use devices that allow them to work remotely? (select all that apply)

- Tablet computer (iPad)
- SmartPhone
- Laptop computer
- Mobile data hotspot
- LiveScribe (handwriting recording device)
- None

57. Do producers routinely use presentation software (PowerPoint, Prezi, Haiku etc.)?

- Yes
- No

58. How are client and prospect proposals created and delivered? (select all that apply)

- Via custom client/prospect website portal with full proposal information
- In person using presentation software
- Printed PDF using Microsoft Word with data merged from the policy management system
- Microsoft Word with manual input of information
- Using insurance company provided proposals
- Virtual presentation using web conferencing tools
- Personal video overview delivered via email with proposal attached

59. Does the agency proactively conduct annual account reviews for all clients? (select all that apply)

- At least annually for personal lines accounts
- At least annually for small commercial accounts
- At least annually for larger commercial accounts
- Occasionally based on producer preference
- No

60. Are videos used by the agency as part of the carrier submission process?

- Yes, as part of every carrier submission
- Yes, when the producer thinks it would be helpful
- No, we don't use video

61. How are client/prospect submissions delivered to the insurance company? (select all that apply)

- Using a web-based submission tracking and management program.
- Electronic files (PDFs) attached to an email sent to the underwriter
- Via fax
- Overnight delivery
- Regular mail

62. Does the agency use custom (niche) websites as a marketing tool to attract prospects?

- Yes, for multiple niche markets with online real-time quoting
- Yes, for multiple niche markets
- Not yet, but we are thinking about it
- Not currently

Customer Experience Technology

Creating a great customer experience is vital to retain clients.

63. What level of client detail is maintained on the agency management system? (Select all that apply)

- Basic client information
- Basic policy information
- Complete policy coverage information
- Complete policy schedules
- Appropriate policy underwriting information

64. How does the agency initiate the claims process?

- Clients are encouraged to report claim directly to the insurance company
- Clients are encouraged to call the agency so staff can take the information and report the claim.
- Claim reported based on client preference

65. How does the agency keep track of updated claim information for clients? (select all that apply)

- Carrier notifies agency when a new claim is reported
- Carrier notifies agency when existing claim is updated
- Claims download is implemented for all carriers that support the process
- Agency has a process to proactively follow-up on claim activity
- Agency staff manually updates claim information
- Agency does not track claim information

66. How are client inbound phone calls handled?

- CSA answering the phone handles the request
- CSAs handle only specifically assigned accounts
- Message taken when CSA is not available

67. Does the agency have instant messaging capability available?

- Yes, available to anyone live from our agency website
- Yes, for internal staff use only
- No

68. Are inbound faxes received electronically at individual workstations?

- Yes, routed automatically to workstation
- Yes, routed by an operator
- No

69. Are outbound faxes sent electronically directly from individual workstations?

- Yes
- No

70. Is there an agency wide process for email management? (getting your inbox empty)

- Staff is trained on the effective use of Outlook rules
- Outlook signature used constantly by staff to display disclaimer language
- Outlook signature used constantly by staff to display agency branding
- Outlook folders are not used to store client files
- Out of office messages are used when appropriate
- All staff has received email management training

71. Where are client emails stored?

- In a third-party document management system
- Attached to policy management system client file
- In a "client folder" in Outlook
- In an Outlook inbox

72. Where are electronic communication from clients stored (e.g., faxes, PDF files)?

- In separate document management system
- Attached to policy management system client file
- In a "client folder" on the network drive
- Printed and filed

73. How does the agency approach communicating with clients via text message?

- Texting is integrated with our agency management system
- Third party texting service
- Agency provided procedure for individual's documenting text conversations
- Agency prohibit this form of client communication
- We have not thought texting is a problem

74. Does your staff have individual printers at their workstations?

- We don't need printers anymore
- Certain individuals based on demonstrated need
- Centralized shared printers
- Yes, all/most staff have their own printer

75. Do you survey client satisfaction with your agency on a regular basis?

- Yes, we use Net Promoter Score (NPS) or a similar process
- Yes
- Only after a claim
- No

76. Do you actively ask customers to leave ratings and review on websites for your agency?

- Yes, wherever we can (Facebook, LinkedIn, Google Places, Yelp)
- No, this is not part of our digital marketing strategy
- No, we are not active using social platforms

77. Do you have a formal, written agency procedure manual?

- Yes
- No

78. If you have agency procedures, is there an official audit process in place to verify staff compliance with company procedures?

- Yes
- No

79. In what format is the procedure manual maintained and accessed by staff?

- Short training videos located on the agency intranet
- Procedures are embedded in the agency management system
- Documents on agency intranet
- PDF document on network

**80. Does your agency have a custom mobile app you provide to your prospects/clients?
(Select all that apply)**

- For the iOS platform
- For the Android platform
- Not yet, but planning to add
- No, with no plans to add

81. Does your agency accept electronic payments on your website or through a mobile app? (Select all that apply)

- Yes, using a credit or debit card
- Yes, using ACH or EFT processing
- Carrier online payment options. The agency does not accept electronic payments but does have a payment page on the agency website with links to carrier online payment options.
- We make payments on behalf of our clients using the carrier online payment process.
- The agency does not accept electronic payments.

Organizational Communication

It's important to be able to communicate well. This section looks at how well you are maximizing the flow of information between internal staff and your prospect, client, carrier, and vendors systems?

82. Do any staff or producers use personalized video to communicate with prospects or clients?

- No
- Not yet, but we are exploring.
- Yes, producers use it to follow-up with prospects in addition to email
- Yes, staff uses video for delivery of renewal proposals and other client information

83. Does your organization have a consumer friendly responsive website?

- Yes, and the website is optimized for mobile access
- Yes, and functions as our gateway to a client portal
- Yes, and the website seeks to keep clients within the site
- Yes, and we use video as an education tool
- Yes, and we provide electronic payment options
- No, the agency website is not a part of our client communication strategy.

84. How often is the agency website updated with new information?

- Weekly
- Monthly
- Last quarter
- Last year
- I don't know

85. Can clients perform transactions on your website (i.e., can they request policy changes, issue an auto ID card)?

- Yes
- No

86. If yes, how many of the following transactions can be completed on the organization's website? (Select all that apply)

- Email primary contact person
- Request policy changes (e.g., add or change a driver or vehicle)
- Create an Auto ID Card
- Access and download client documents
- Issue a Certificate of Insurance
- Make an online payment

87. Is download implemented for those carriers you represent that support it? (Select all that apply)

- Personal Lines
- Small Commercial Lines
- Commercial Lines
- First Notice of Loss
- Direct Bill Download
- Activity Notifications

88. How does agency staff currently process policy change requests? (select all that apply)

- Carrier upload from agency management system for all carriers where available.
- On carrier agency portal website with changes updated in the agency management system via download
- On carrier agency portal website with manual update of changes in agency management system
- Memo created by endorsement process in agency management system
- Phone call to carrier
- Printed change request faxed

89. How is policy detail information added in your agency management system for Personal Lines and Small Commercial new business?

- Request policy issued on carrier portal and wait for download for all carriers where available.
- Request policy issued on carrier portal and wait for download for a few carriers.
- We update our agency management system manually.

90. Do you provide outside sales staff with access to agency information?

- Yes, using a high-speed cellular data connection
- Yes, using mobile device as a hot spot
- Not at this time

91. Do you have a customized electronic portal for your customers via your website?

- Yes, using a custom client portal
- Agency management system client portal
- Client has limited access to policy information
- We are planning on adding a client portal within the next 12 months
- Not at this time

92. How do you communicate agency internal information to employees?

- Email to all employees
- Internal agency website (Intranet, SharePoint, etc)
- Instant communication and collaboration platform (Yammer, Slack)

93. Do you have a formal electronic communication policy?

- Yes
- No

94. If yes, do you audit your electronic communications policy for compliance?

- Yes
- No

95. How old is your current phone system?

- Two years or less
- Three to five years
- Six to ten years
- More than ten years

96. Do you use VoIP for your telephone communication?

- Yes
- No
- I don't know

97. Is your phone system able to integrate with your agency management system?

- Yes
- No

98. Are you currently using any social platforms for client/prospect engagement and communication? (Select all that apply)

- Facebook
- LinkedIn
- Google+
- YouTube
- Twitter
- Pinterest
- Other:

99. Do you block employee access to any of the social platform sites described above?

Yes

No