

Experience Design

A US based insurance brokerage firm wanted to reinvent their digital strategy for their insurance platform.



The client

A mid-size insurance brokerage firm in the US.

The client is a digital insurance brokerage in the US and their platform aims to be the one-stop solution for all the needs of an insurance agent. Right from the point when potential candidates show interest in becoming an agent or clearing the state exam to get licensed in a Line of Business to the point when they process their clients, their products are there to help him across different stages of execution.



Current Situation



Discrete products and services are leading to disjointed experiences.

The average age of the current agent in the US is 58 years and the rigid structure of the insurance industry does not help newer agents to thrive, and the common noticeable facts are stated below

1. Younger age group folks do not enter the insurance industry
2. Most agents are captive to a single organization and agents resist moving independent.
3. Independent agents use a third-party insurance rater to quote for their clients.
4. Current Product setup has a lot of funnel drops

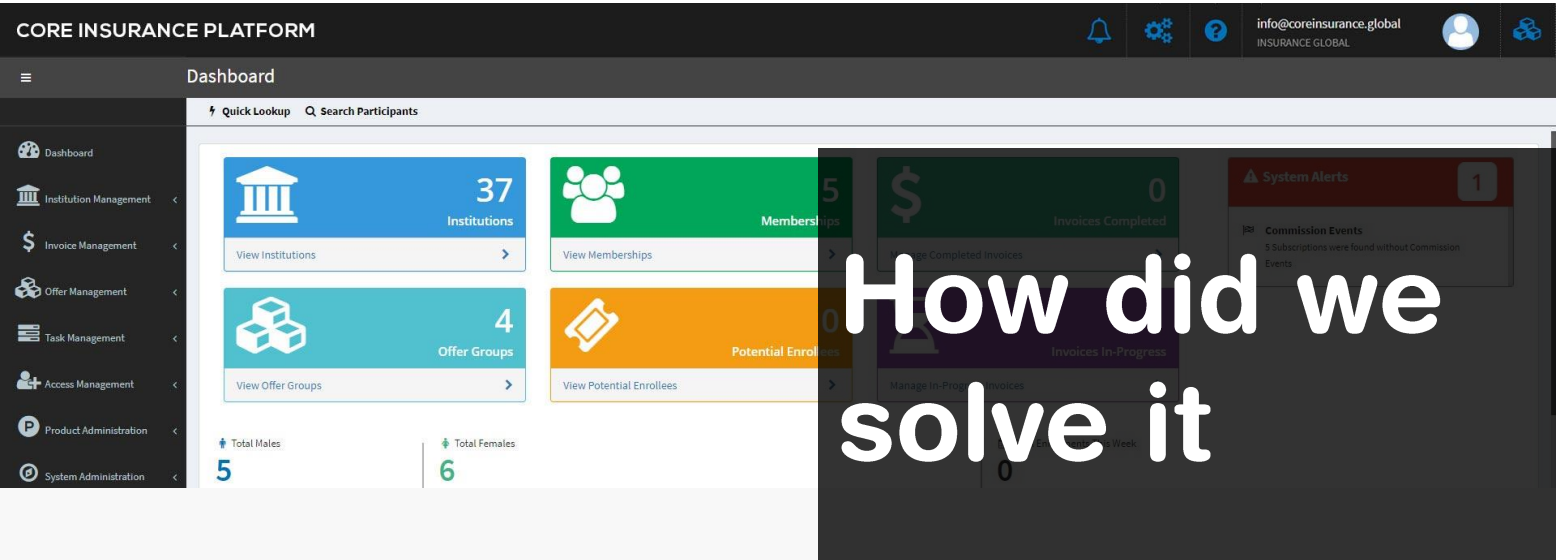


The Problem

The avg. age of insurance agents in the US is 58 years. What might bring millennials to the insurance industry and train them to make an agent ready and foster productivity.

The current industry set up is very rigid. Young Millennials do not have exposure to this industry and often do not get the right guidance, which leads to a lot many prospective agents dropping off from the industry as a whole and those who enter become captive agents.

Most agents are captive to one single organization and even though they plan on being independent. The option to become an independent broker is very tough, high costs are involved and multiple products define their everyday work



Created a cohesive ecosystem for pre-licensing exam platform from training, onboarding and client management using design thinking and gamification.

The size of this project meant that there was a long timeline and had different touchpoints. We started off by understanding and talking to stakeholders, insurance agents, millennials, and listed down the opportunities and the gaps. From ecosystem maps, CJMs, heuristic analysis, competitor product analysis, prototyping we showed how from a single product we could create an experience that helped all the users enter seamlessly in any part of their user journey and use the product.

Deliverables



Three products were ideated for the organization.

1. **Training Tool** – This tool would help the organization as a training ground for younger generation folks in insurance. It would train the would-be agents and through in built training gamification give them exposure to the company's ecosystem of products
2. **Onboarding CJM**– The Team also revisited the current onboarding process and decided to tweak the process to reduce the friction between joining the process, and the process was automated with gamification
3. **Plug and Play Tool**– A product needed to be built that could be used by the agent to track their insured details, lead outreach, binding policies and promotions etc

Target Audience



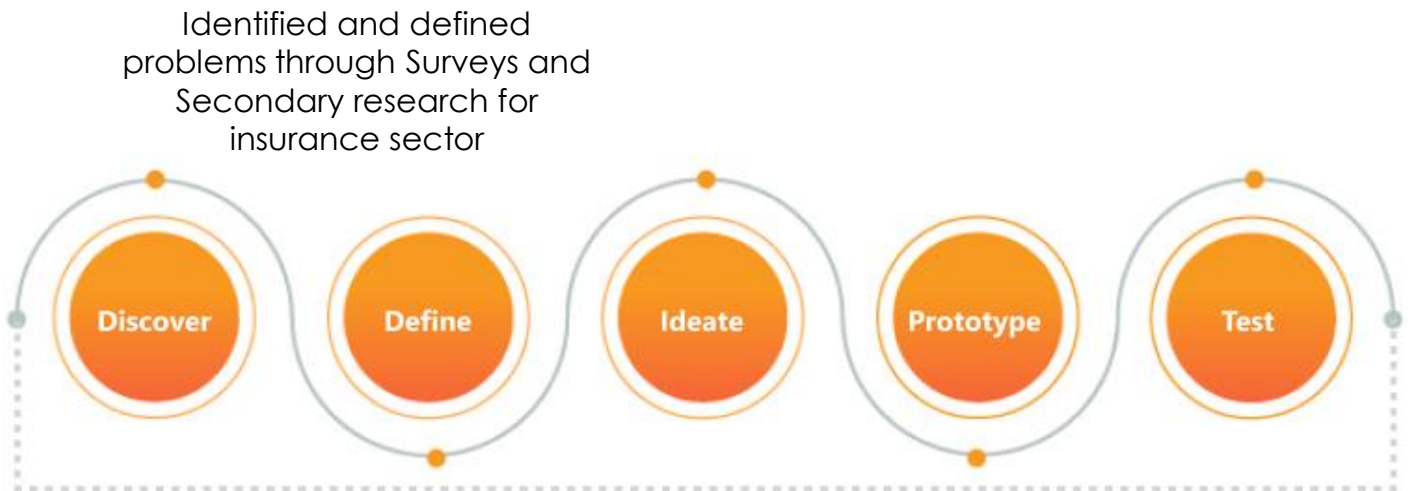
The three products meant that there were 3 different target audiences reached out to in the different products

1. **Training Tool** – The millennial/younger generation was targeted to be motivated to choose insurance as a career option
2. **The Onboarding** – Captive Agents who work in insurance for competitor products was shown the value proposition of becoming an independent agent
3. **Plug and Play Tool** – Experienced agents and the audience from pool 2, were shown a solution that would help track/service and be a master tool for their insurance purposes

The Approach



We followed Design Thinking process where the team created Ecosystem Maps, User Journey Maps, Moscow Matrices, A HMW analysis. Heuristic Studies, Primary and Secondary Research, Competitor analysis and the work done in each stage has been shown in the diagram below



Ideated different solutions through ecosystem maps, user journey and user personas. Translated into live prototypes.

Competitor Analysis



Exam FX and Kaplan

It helps students take their pre-licensing examination and help them get their license to work as insurance agents



Goosehead

Allows agents to go independent and offers over 140 carriers to choose from



ITC Turborater

Rating Platform that helps agents find quick quotes for their agents



Plug and Play Insurtech Startups

It caters to an ecosystem of insurtech startups, which seek to compete in the same sphere



The Research was conducted through multiple modes:

1. **Surveys**– The Quantitative analysis was done through LinkedIn, Insurance Forums, Facebook, Google Forms
2. **Interview**– We took a sample size of 100 from our surveys to conduct telephonic and online interviews with current agents to understand the pain points of our users both from an operational as well as licensing perspective.
3. **Competitor Product Analysis** – Users described their problems, pain points, the current gaps in their user journey and the points causing friction in the products that they were currently using



Research Findings



1. **No Unified Product Experience** – The agents had to track their agents manually, had to track the applications, servicing details, and had to reach multiple sources to get information for a single client
2. **Captive Agents**– Agents in the US have been working for a single company mostly and are exposed with only the knowledge of a single product, thus the learning curve for newer products while going independent would take time
3. **Millennials see Insurance as Boring**– A primary reason why Millennials are not joining the industry is their perception of it not being lucrative and the job being boring.
4. **Independent** – Agent would want to work as independent agents provided that their transition is smooth and they increase their book of business
5. **Costs** - Setting up an agency requires effort n cost so they would be needing an alternative


Training App – Personas

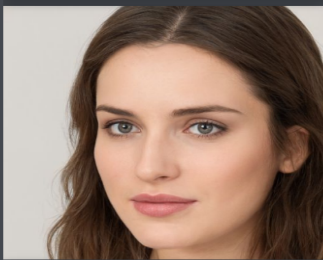


Persona Creation

The team created several Personas for the Training app and tested this persona on the ecosystem map

PROJECT: Persona: SAGENT PERSONA: Jane Doe

NAME Jane Doe	MARKET SIZE  100 %	TYPE Rational
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Scenarios

Jane is a hardworking individual. She has been working multiple jobs and has been recently thinking about working in insurance. She decides to pick up the e-learning platform offered by Sage after checking through the entire competitor set. She decides to take the risk as she will have to pay higher for the other websites while SAGE seems an attractive option without the fear of losing too much.

Goals









Get her state license and look for a career upgrade,
Enjoy studying and pass the course in the first attempt
Hope that SAGE provides her a one stop solution so that she need not hop around multiple channels to find the relevant industry related information/news
Needs to complete learning in the shortest period of time.

Motivations






Cheaper course and better learning
Helps integrate with SAGE through proper guidance both before and after obtaining license
Can get a feel of the different products that SAGE has to offer even before she gets licensed

To sum up in the SAGENT's words
"In my future engagements it should help me to run my business and stay updated with industry updates. SAGE not only provides a better financial prospect for me but also takes care of my learning/training on the job when i start my career."

Technology

Channels

Frustrations

Does not want to pay a large amount to the competitors for the course
Finds content too vast and boring a feature that was echoed by 68% of new comers
Her colleagues have found competitor platforms tough to navigate through the platform
Some of her peers who got licensed recently had complained of no industry guidance after completing the course
One worry is that could the app also help her in prospecting as she has seen her peers struggle
Another worry is that she doesn't want to start all over again after getting the license.

Expectations

SAGE is the one point where I get everything from making sure that the process from learning to obtaining a license is simplified. The app should be cross platform that should run on either my laptop or my iPad and mobile whenever I want to. It should help me in my learning process, keep track of my progress and finally make myself a thorough candidate before writing the state exam and should also guide me to obtain a license

In my future engagements it should help me to run my business and stay updated with industry updates. SAGE not only provides a better financial prospect for me but also takes care of my learning/training on the job when i start my career.

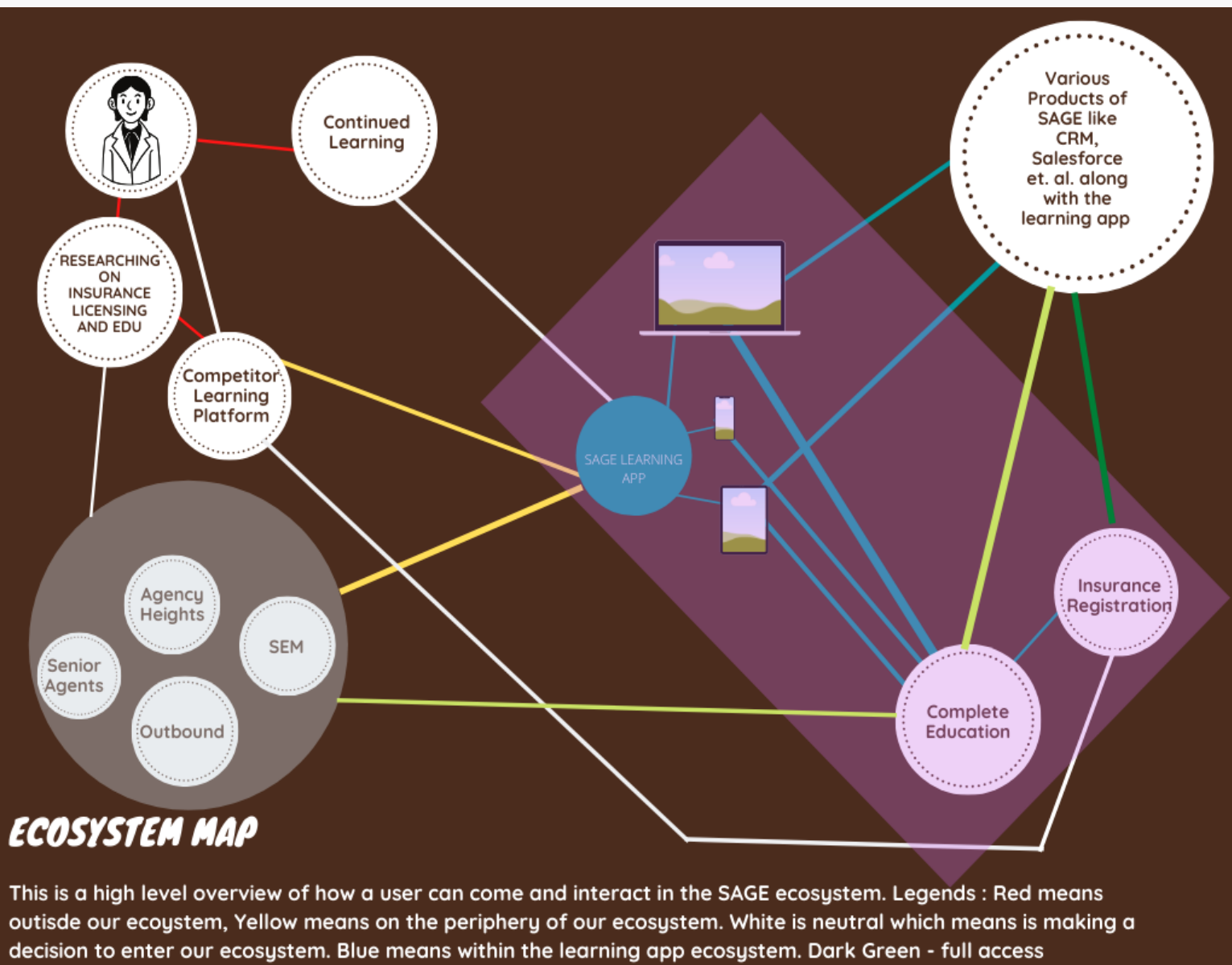
Challenges

Finds it tough to learn regularly and maintain a schedule
Does not like the elearning material provided to her as long PDFs and Videos
Loves design and new experiences, so bad experiences leave a very sour taste
She wonders could the app help on-board with other products so that integration is smoother if she wants to continue with SAGE

Training App – Ecosystem

The Ecosystem Map

It helped us identify on how to take the user from each stage to the next and ensure that we can visualize the drop-offs



Feature Prioritization Matrix for Quote Tool

Must Have

Lead Generation
User Management
Track Leads Progress

Should Have

Quoting Rater
Lead Outreach

Training Tool Integration
Onboarding Integration

Could Have

Multiple tools for different
activities

Would Have

Solution Ideation

Life and Health.



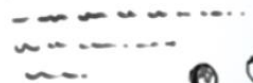
Property and casualty



What do you want
to be an expert in?



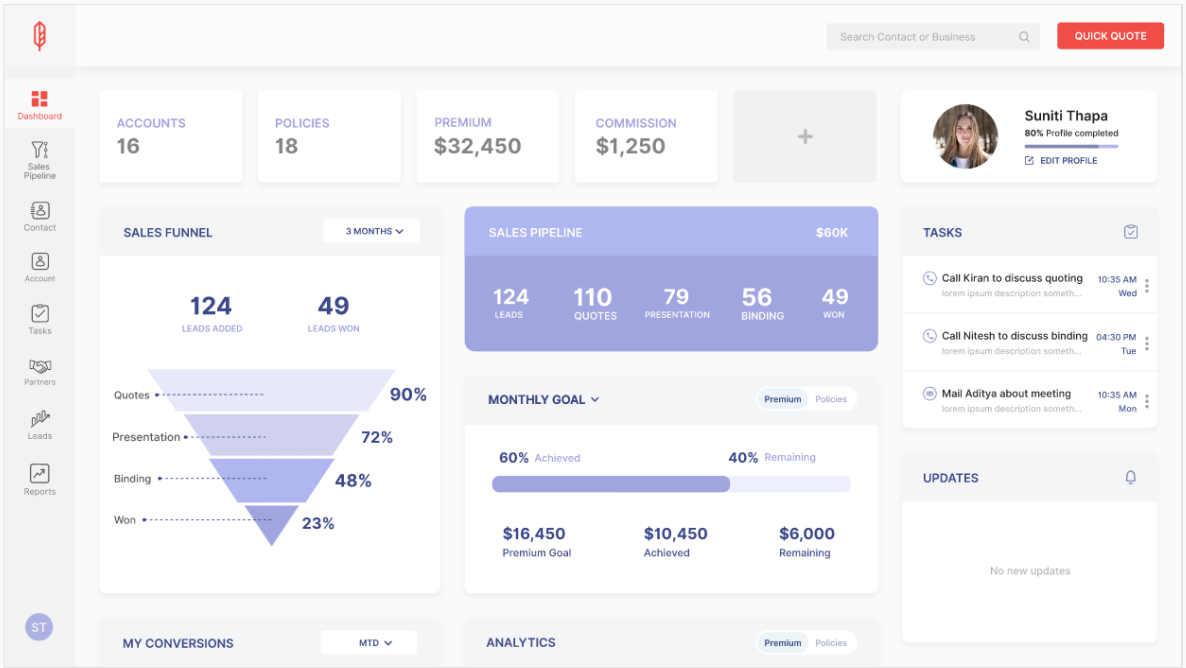
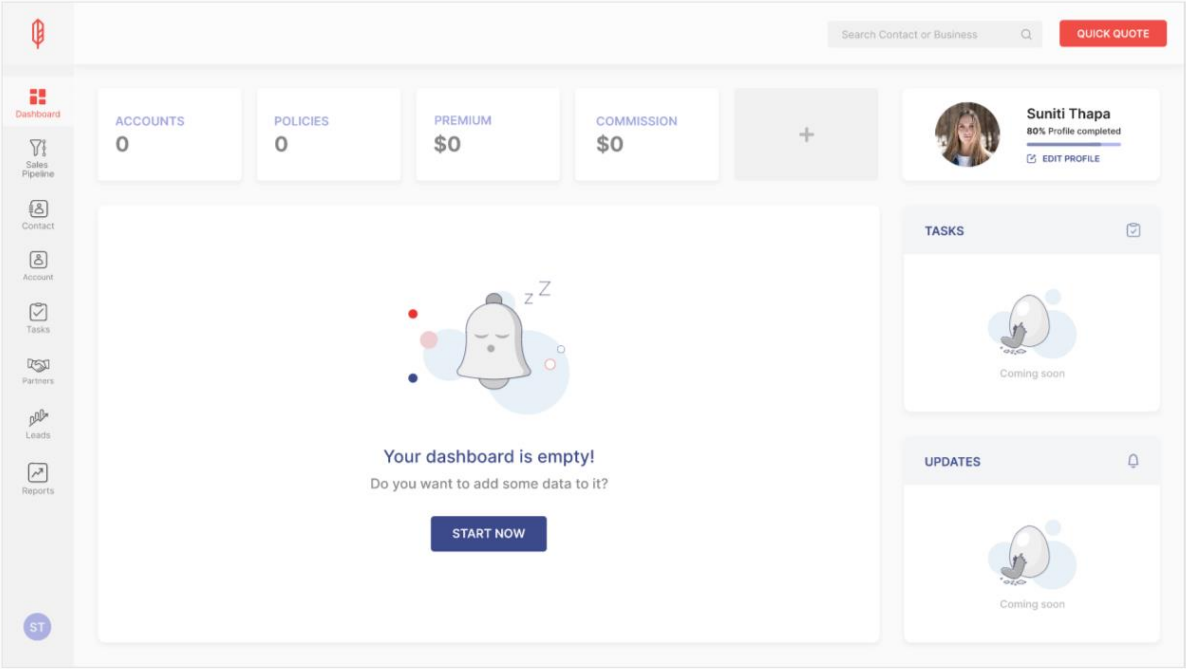
Personal Lines.



which state license do you want to obtain?

Choose your area LOrem IPSum ▼

Screens



Screens

Dashboard

Sales Pipeline

Contact

Tasks

Partners

Leads

Reports

ST

Search Contact or Business

QUICK QUOTE

Active Leads 56Inactive Leads 24

SEND OUTREACHIMPORT LEADSADD LEADS

ACCOUNT NAME	CONTACT	POL. TYPE	EXPIRY	SOURCE TYPE	LAST MODIFIED	SUB STAGE	ACTIONS
Robbin Gorkhali	423-310-0488	Auto	-	Facebook	4 days ago	New	QUALIFY
Robbin Gorkhali	678-567-5645	Home	2 days	Google ad words	3 days ago	New	QUALIFY
William Murial Pe...	423-310-0488	Home	2 days	Google ad words	3 days ago	New	QUALIFY
-	-	BOP	2 days	Google ad words	5 days ago	New	QUALIFY
ABC Group o...	493-310-0343	General Liability	1 day ago	Google ad words	1 day ago	New	QUALIFY
Sunrise Apartment	234-454-2233	Commercial Auto	1 day ago	Google ad words	6 days ago	Contacted	QUALIFY
William Murial Pe...	493-310-0312	Home	1 day ago	Google ad words	3 days ago	New	QUALIFY
Mary C. Baltz	223-330-0438	Home	1 day ago	Google ad words	3 days ago	New	QUALIFY

10 ROWS/ PAGE

Previous05 of 10Next

Dashboard

Sales Pipeline

Contacts

Accounts

Tasks

Partners

Leads

Reports

ST

Contact Details

Search Contact or Business

QUICK QUOTE

Robbin Gorkhali

Prospect

Since Jan 5, 2016

440-345-6521

robbingorkhali@gmail.com

777 Gnatty Creek Road

Syosset, NY, USA

\$8,5000.00

Lifetime Premium

\$4,500.00

Pipeline Premium

Accounts

Dristi Bhandari & Amit Bharati

Since Jan 5, 2016

\$0

Pipeline Premium

\$1000

Policy Premium

Co-Applicant Relationship

Commercial Insurance Type

Amit Bharati

\$0

Pipeline Premium

\$0

Policy Premium

Primary Contact Relationship

Personal Insurance Type

Client Name

\$0

Pipeline Premium

\$0

Policy Premium

Opportunities

Policies

Account Details

Active Leads

ADD OPPORTUNITY

	EFFECTIVE DATE	ADDED ON	MODIFIED ON	
Auto	07/15/2020	07/15/2020 5:15 PM	07/15/2020 5:15 PM	VIEW DETAILS

Rating

Hot

Source Type

Social Media

Source Name

Google adwords

Policy Status

Renewal

Proof of Insurance

Yes

Current Policy Details

Premium

\$1325

Carrier Name

Liberty Mutual

The Impact



Single Ecosystem solution offered to the client

All products under the same ecosystem allowed the company to organically gain agents



Gamification of Insurance Products

The process from training, on-boarding to finally working has seen better user engagement that the previous iteration and lesser drop-offs



Quantitative Impact

The average age of learners coming through the training system to the quoting tool was reduced to 40 with a higher retention average than the previous iteration





About Bidsand Beyond

BidsandBeyond is a five-year old and nimble business consulting firm, helping global businesses win more bids and drive digital growth. Broad capabilities include winning more bids for our clients, ideating & designing new products, transforming the entire sales & marketing journey through GTM strategy, sales automation, content writing and digital campaigns.



Capability Summary



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