



# Innovate agent onboarding to accelerate productivity

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In a changing digital world, the value of a human agent in the insurance industry remains a constant. The agent continues to be a key facet in insurance distribution, providing sage advice to support the sale of complex products and offerings. In fact, intermediaries are the leading channel for selling insurance in the United States.<sup>1</sup> Keeping agents engaged, productive, and happy is critical to any agent-driven carrier’s success, but there are hurdles.

These challenges include:

- High onboarding and training costs
- Difficulty retaining agents
- A wide spectrum of experience and capabilities amongst agents
- Preserving momentum, excitement, and motivation
- Speed to a first policy issuance.

Streamlining and accelerating the agent onboarding journey is an important way for carriers to improve agent experiences.



Glassdoor study with the Brandon Hall Group. The True Cost of a Bad Hire. 2015.

What does it take to improve this experience? An human-centered approach, guided by insurance distribution expertise and the right digital tools to support their journey.

<sup>1</sup> Insurance Information Institute. Facts + Statistics: Distribution channels. 2019.

## An agent's perspective

Consider onboarding from your agents' point of view. Through our experience with some of the world's largest insurers, we have heard the following concerns from agents:

- "I want to quickly find my first client and sell my first policy."
- "I'm not sure I understand all of the products or their value to my clients."
- "It's information overload and I have nowhere to go to get a quick answer."
- "I spend more time on paperwork and forms than on interacting with my sales manager or my clients."
- "Is this the place for me? Can I succeed?"

## Changing the onboarding journey

Agents want to start selling faster, yet the typical onboarding journey is confusing and inconsistent. Some onboarding processes even rely on handwritten applications, faxes, data entry, and lengthy issue-resolution procedures.

There are five key components to creating a simple onboarding journey:

- **Onboarding roadmap and timeline.** Give agents a clear path and at-a-glance insights into where they are in the journey in real time.
- **Guided workflows.** Simplify navigation and guide users through each step of the onboarding journey.
- **Interactive and predictive training and knowledge.** Create a culture of engagement with content to teach agents new skills and inspire them to learn more. Enable agents to search, access, and bookmark reference information.
- **Collaboration.** Enable agents to connect with others in the organization to create a virtual community without walls.
- **Mobile and omnichannel.** Gain access to these capabilities regardless of device, location, or channel.

## Invest and innovate

Carriers that follow traditional onboarding methods will lose to competitors that onboard digitally. Now is the time to invest and innovate the agent onboarding process.

KPMG is a business integrator, a collaborator with skills in the Salesforce ecosystem as well as depth of industry experience to help ensure you realize value from your investment. We bring experience in front office operations, business architecture, technology enablement, and business adoption to your agent onboarding challenges. KPMG professionals have the skills—in self-service technology, machine learning, intelligent automation, artificial intelligence, and user experience design—to implement Salesforce Financial Services Cloud in a way that accelerates results.

KPMG has prebuilt assets and accelerators that can speed time to deployment of capabilities to create a more thorough and responsive onboarding journey. This can deliver return on investment by improving recruitment, retention, and revenue generation.

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