In 2021, we saw some of the industry’s most notable acquisitions and operating model investments putting the independent agent channel back to the forefront, and this resulted in all-time high satisfaction among personal lines agents. What specific KPIs saw an improvement? Where do opportunities still lie? Will the industry be able to keep up these high levels of satisfaction?

The U.S. Independent Insurance Agent Satisfaction Study, developed in alliance with the Independent Insurance Agents & Brokers of America (IIABA), evaluates the evolving role of independent agents in P&C insurance distribution, general business outlook, management strategy and overall satisfaction with personal lines and commercial lines insurers in the United States.

The study examines the following areas for each insurer:

- Quoting—underwriting process
- Claims process
- Product offerings
- Risk appetite
- Servicing policies
- Support and communication
- Commission
- Demographics
- State and regional information
- Product line satisfaction

**Deliverables:**

- Customized executive presentation and strategy session that provides data-driven, actionable recommendations for achieving strategic goals
- Executive briefing document highlighting key trends and insights across the industry
- Scorecard benchmarking firm performance compared with the industry across key drivers of satisfaction
- Competitive survey data and industry reports
- Data analytical tools for performance insights and competitive peer comparisons
- Access to PowerSource Platform —J.D. Power’s proprietary interactive reporting interface

For more information, please contact your J.D. Power representative.