



NextAgency

Technology in Context

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Will Your Agency Go Digital

Question is not **if**
Question is **when**

Inevitable

Clients Demand It
Regulators Compel It
Competitors Make It Necessary

Inevitable

“If you’re an insurance broker, we’re going to drink your milkshake”

Zenefits Founding CEO, 2013



Are You the Fish?

Are you using technology
to **grow your business?**

Or is someone using technology
to **take your business?**

Technology as a Danger

Danger **is not** Disruption
Danger **is** an Un-Level Playing Field

Technology is Fair Competition

A free-market means competition
and competition is healthy ...

unless you ignore it
or deliver no perceived value

Value: The Reality

“Free” service is unperceived value
Value unperceived is not value

Being a sales professional
is no longer enough

Technology can make value tangible

The Reality

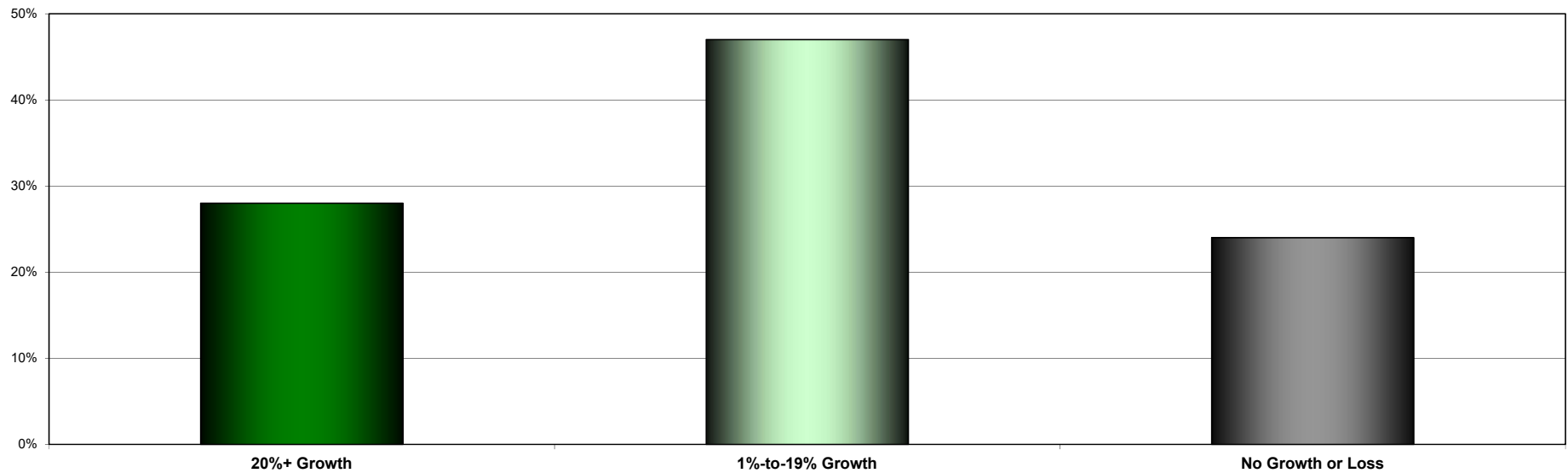
Successful brokers
leverage **high-tech** to
amplify **high-touch** value

They always have

The Trailblazed Sales Project

200 health insurance agents in six states

- In business for at least one year
- 50%+ Individual, Small Group and Senior
- California, Colorado, Florida, Illinois, Pennsylvania and Texas



Leveraging Technology

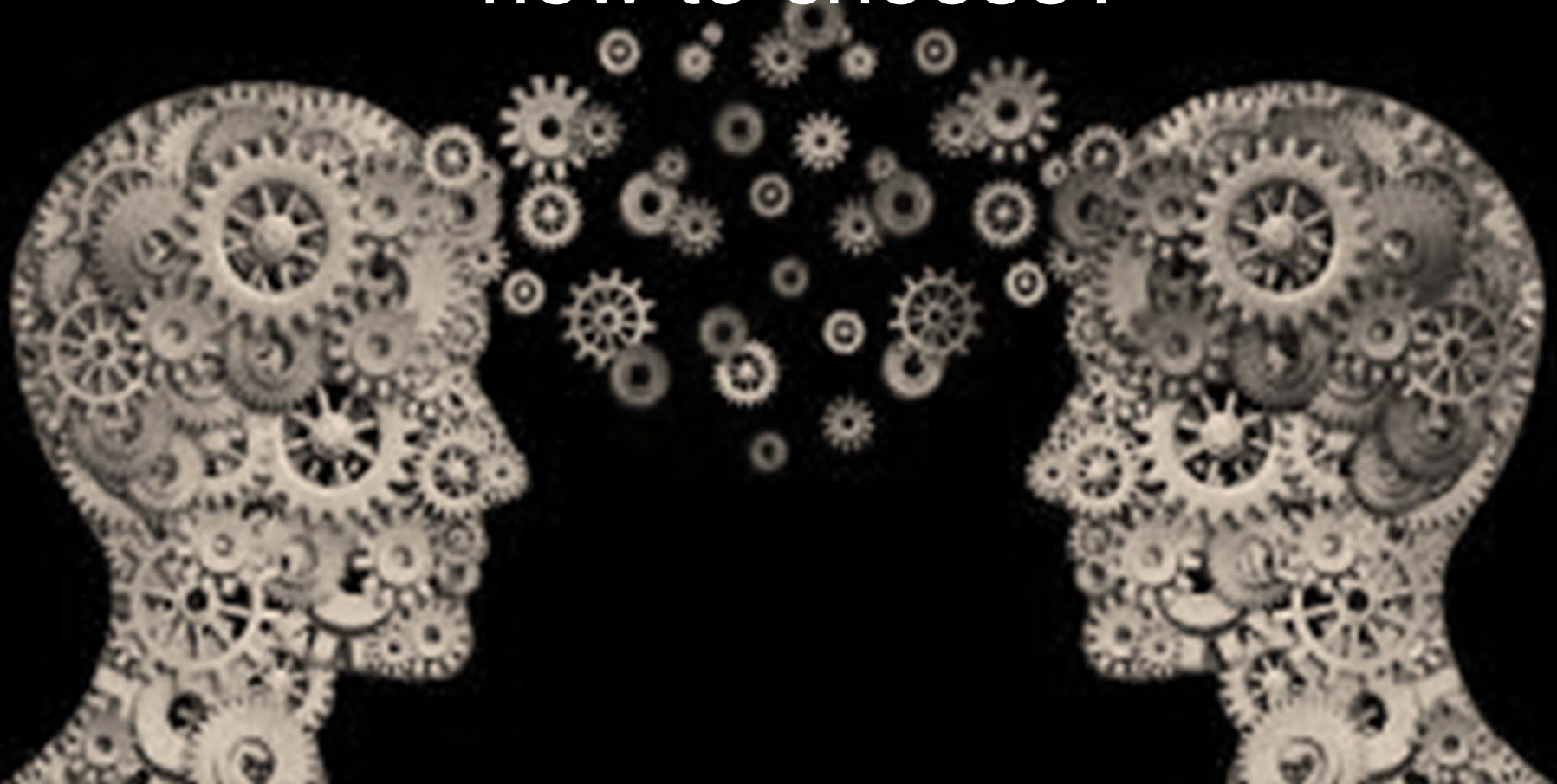
High Growth Producers more likely to say they have “**incorporated ... technology in my business**”

Across a broader range of functions

No Growth Producers least likely to use tech

If Technology Is So Important ...

which ones?
how to choose?



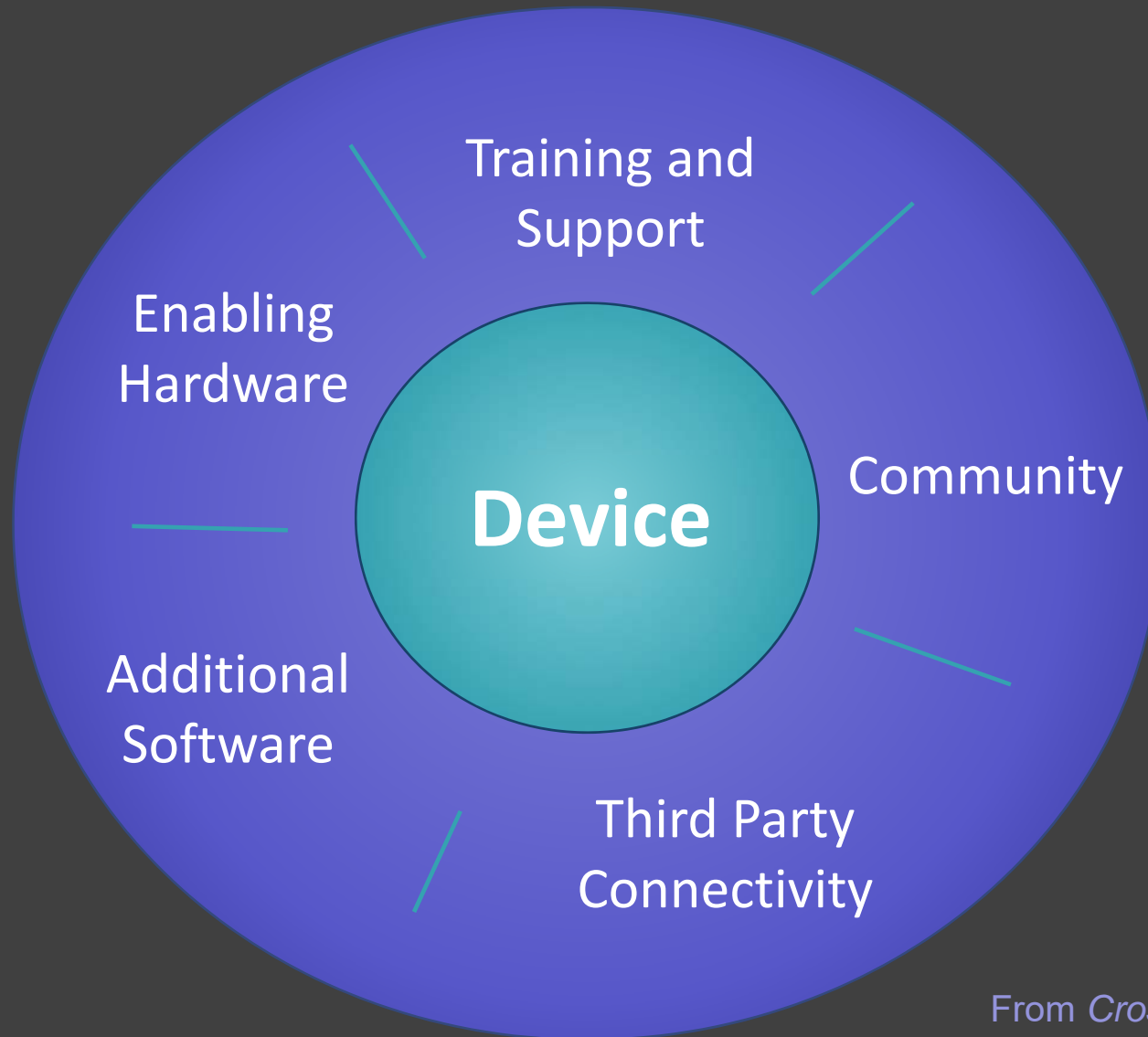
Context: Types of Technologies

- Quoting
- Agency Management / CRM
- Customer Service
- HR Administration / Benefit Admin
- Compliance

Context: Terminology

- Software: Hosted versus SAAS
- Location: Local versus Cloud
- Device: Mobile versus Desktop

Context: Devices versus Products



From *Crossing the Chasm*
by Geoffrey A Moore

The Checklist

Choice

Cost



Confidence

Comfort

Caveat

Some questions are do-or-die
Some aren't

Choice:

Technology is just a tool.

So ask ...

Do I need this technology?

Do my clients?

Cost

You're investing time, money and resources.
So ask ...

Can my clients and I afford the
technology?

Can we afford to stop using it?

Confidence

You're entrusting your business and reputation.
So ask ...

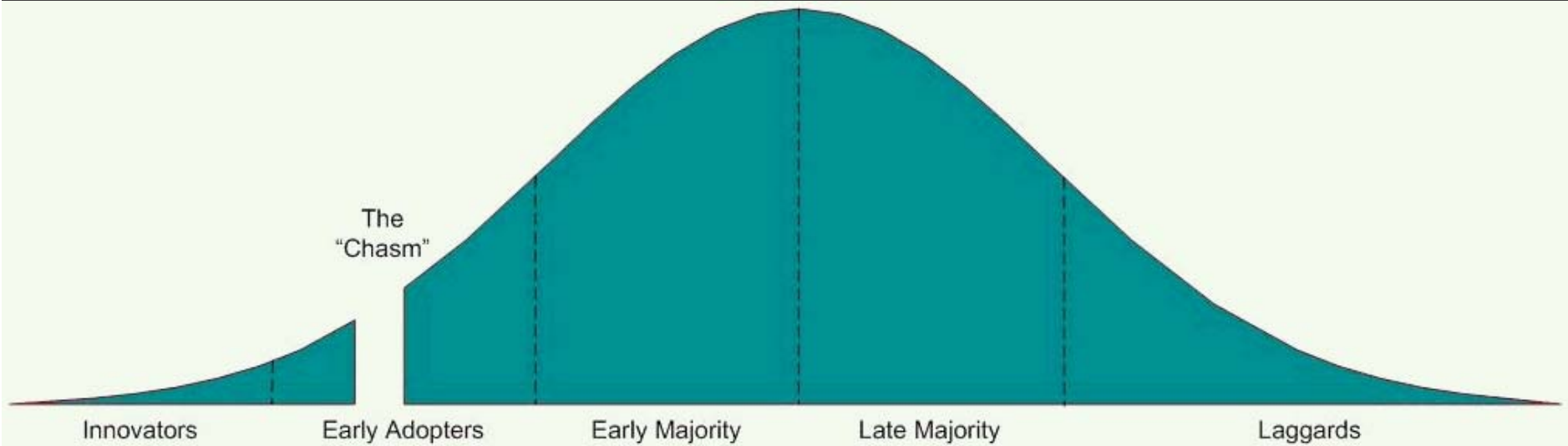
Will the technology perform as promised?

Will data be protected?

Will this vendor compete with me?

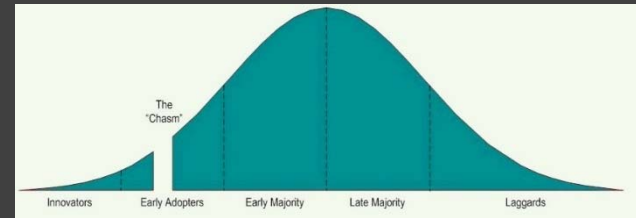
Comfort

Buyer know thyselth ...



From Crossing the Chasm by Geoffrey Moore

Ask Before You Act



Innovators: Aggressively pursue

Early Adopters: Embrace promise and risk

Early Majority: Embrace promise, not risk

Late Majority: Reluctant and risk-adverse

Laggards: We don't need no stinking tech

Comfort

You're relying on the technology.

So ask ...

Where am I on the adoption curve?

What have others experienced?

Will I really use this technology?

Reality Check

The worst technology
is technology you need, but never use

If there's a problem, solve it

The Checklist

Choice:

- Do we need the technology?

Cost:

- Can we afford the technology?

Confidence:

- Can we trust the technology?

Comfort:

- Will we use the technology?

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Roadmap to Success

The question is not **if** you will go digital
The question is **when**

Why?

to amplify high-touch value ...

to better serve clients ...

to fend off competitors ...

and to enjoy your milkshake



Technology in Context

