



# Agent Services Update

Market Accountability Advisory Committee Meeting

March 15, 2016



(Data as of 1/01/2015)

### Current Agent and Agency Counts vs YE 2014

	12-2015	12-2014	Net Change
Agencies	5,261	5,431	-170
Agents	8,071	8,376	-305
Total PIF	503,865	661,128	-157,263

### Agency Segmentation

	12-2015			12-2014		
	Total Agencies	Total PIF	% of Overall PIF	Total Agencies	Total PIF	% of Overall PIF
Tier 1 (2000+PIF)	9	71,901	14.3%	15	106,041	16.0%
Tier 2 (500-1999 PIF)	123	90,814	18.0%	201	147,590	22.3%
Tier 3 (200-499 PIF)	533	161,506	32.1%	672	210,321	31.8%
Tier 4 (50-199 PIF)	1,270	132,019	26.2%	1,429	149,394	22.6%
Tier 5 (49 or less PIF)	2,977	47,625	9.5%	2,792	47,782	7.2%
Tier 6 (0 PIF)	349	0	0.0%	N/A	0	0.0%
<b>Total</b>	<b>5,261</b>	<b>503,865</b>	<b>100.00%</b>	<b>5,109</b>	<b>661,128</b>	<b>100.00%</b>

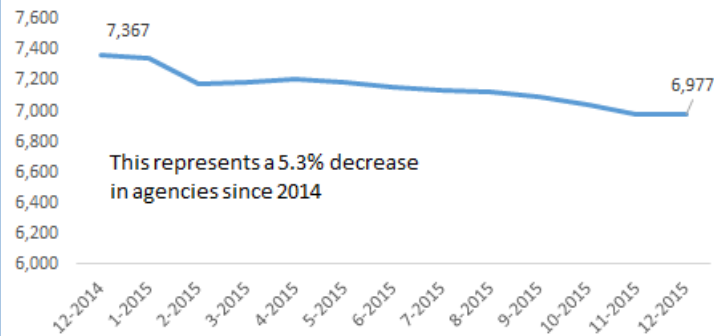
### Top Submitting Agencies (Agencies with 200 or more submissions in 2014)

	Submissions YTD	% of Total Submissions
Top Submitting Agencies	1,076	35.5%
Remaining Agencies	1,951	64.5%
<b>Grand Total</b>	<b>3,027</b>	<b>100.0%</b>

## Agency Dashboard (Data as of 1/01/2015)

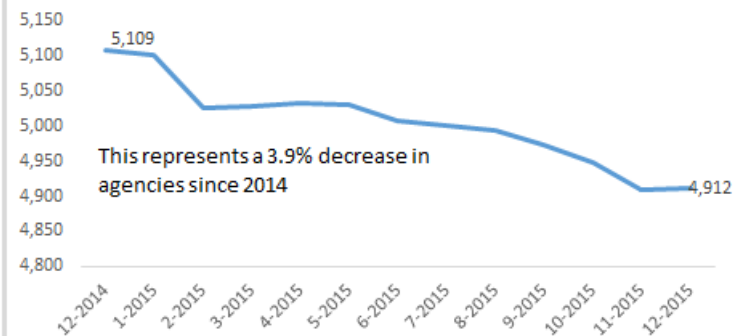
### Key Trends

#### Total Producing Agents over Time



Attention: The agencies scale along the vertical axis has been narrowed to reveal the small but steady drop in agencies since 2014.

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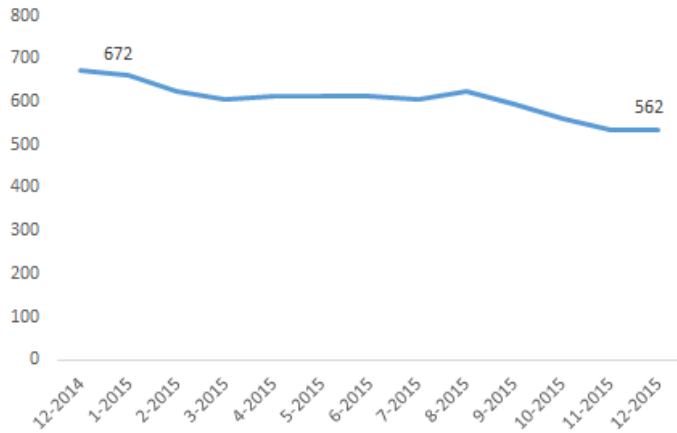
#### Tier 1 Agencies over Time (2,000+ PIF)



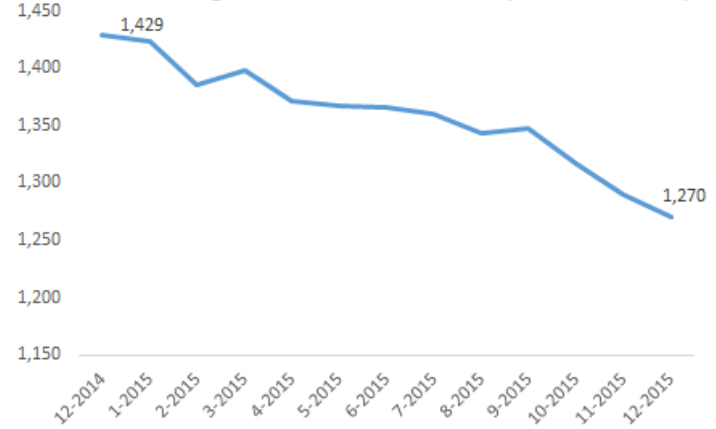
#### Tier 2 Agencies over Time (500-1,999 PIF)



**Tier 3 Agencies over Time (200-499 PIF)**

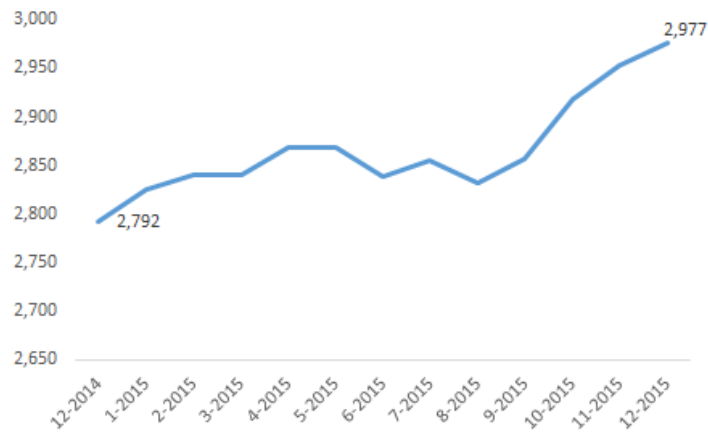


**Tier 4 Agencies over Time (50-199 PIF)**



Attention: The agent scale along the vertical axis has been narrowed to reveal the small but steady drop in agents since 2014.

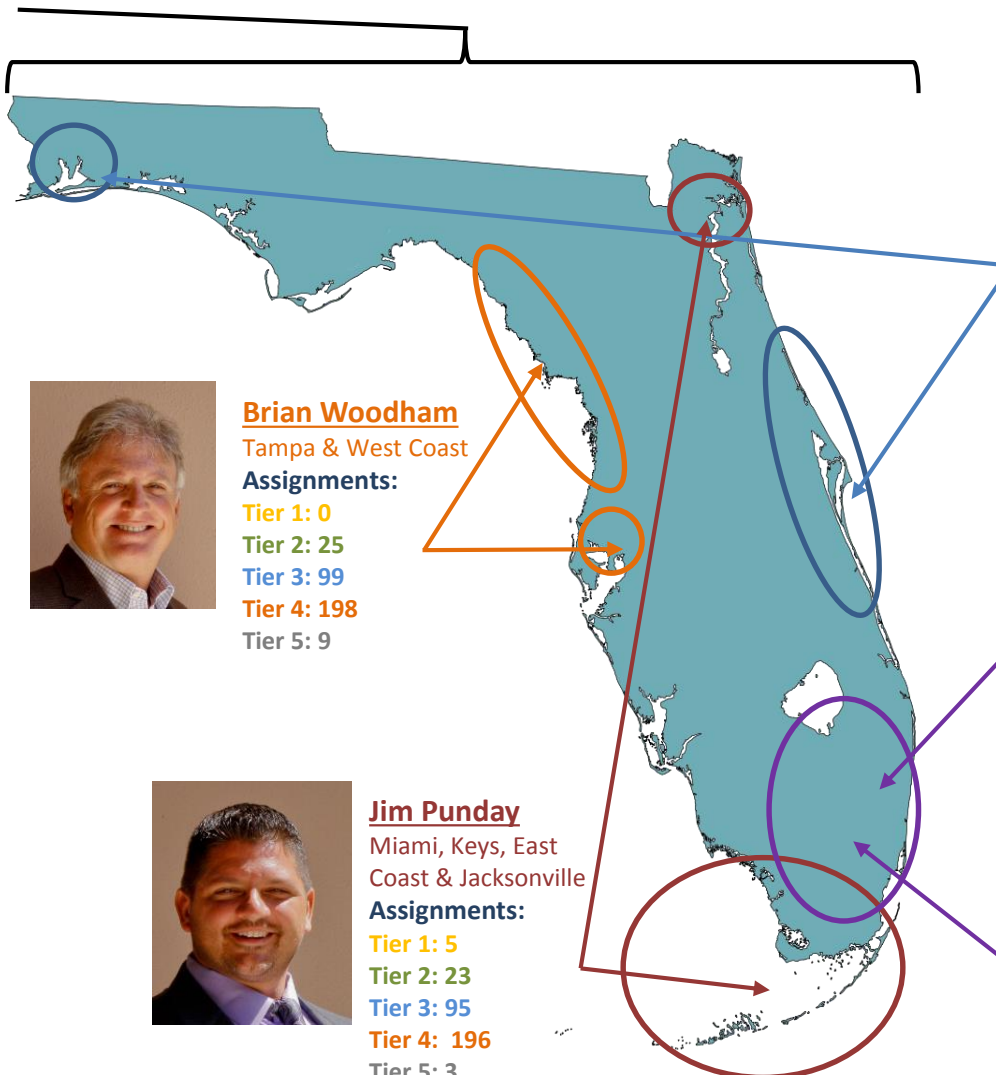
**Tier 5 Agencies over Time (49 or less PIF)**



Attention: The agent scale along the vertical axis has been narrowed to reveal the small but steady increase in agents since 2014.



**Eddy Ramirez**  
 Whole state from  
 Tampa Office  
**Assignments:**  
 Tier 1: 0  
 Tier 2: 0  
 Tier 3: 0  
 Tier 4: 240  
 Tier 5: 450



**Kelly Abell**  
 East Coast & Pensacola  
**Assignments:**  
 Tier 1: 1  
 Tier 2: 24  
 Tier 3: 81  
 Tier 4: 192  
 Tier 5: 4



**Brian Woodham**  
 Tampa & West Coast  
**Assignments:**  
 Tier 1: 0  
 Tier 2: 25  
 Tier 3: 99  
 Tier 4: 198  
 Tier 5: 9



**Jorge Hallon**  
 Miami & Surrounding  
 Areas  
**Assignments:**  
 Tier 1: 0  
 Tier 2: 19  
 Tier 3: 131  
 Tier 4: 215  
 Tier 5: 16



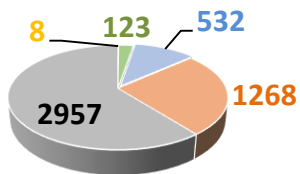
**Jim Punday**  
 Miami, Keys, East  
 Coast & Jacksonville  
**Assignments:**  
 Tier 1: 5  
 Tier 2: 23  
 Tier 3: 95  
 Tier 4: 196  
 Tier 5: 3



**George Maynard**  
 Miami & Surrounding  
 Areas  
**Assignments:**  
 Tier 1: 2  
 Tier 2: 32  
 Tier 3: 126  
 Tier 4: 227  
 Tier 5: 3

Tier Definition	
Tiers	Policies in Force
Tier 1	2,000+
Tier 2	500-1,999
Tier 3	200-499
Tier 4	50-199
Tier 5	49-1

### AM Assignment Segmentation

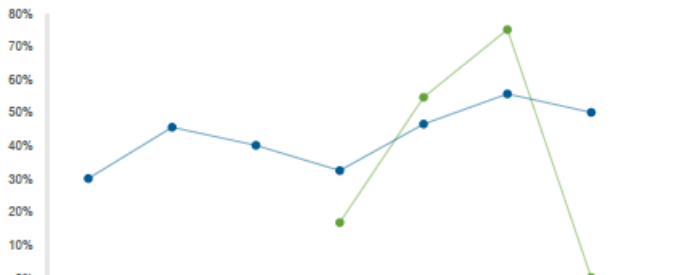


- Tier 1
- Tier 2
- Tier 3
- Tier 4
- Tier 5

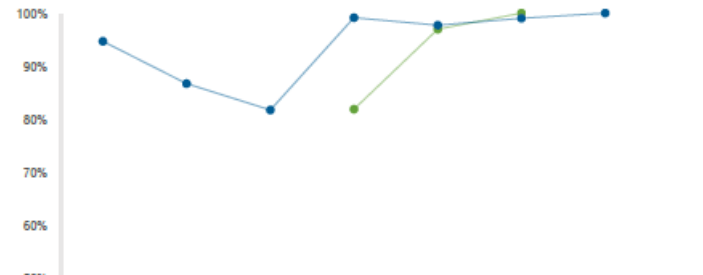


## Agency Managers Monthly Survey Dashboard January 2016

**Agency Manager Surveys - Response Rate**



**Agency Manager Surveys - Agency Satisfaction Rate**



Visits	Surveys Sent		Responses		Response Rate		2016	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Since Jul 2015
Surveys Sent	30	22	15	34	28	18	2	149
Responses	9	10	6	11	13	10	1	60
Response Rate	30.00%	45.45%	40.00%	32.35%	46.43%	55.56%	50.00%	40.27%

Office Visits	Surveys Sent		Responses		Response Rate		2016	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Since Jul 2015
Surveys Sent	6	11	4	1	1	22	-	-
Responses	1	6	3	0	0	10	-	-
Response Rate	16.67%	54.55%	75.00%	0.0%	0.0%	45.45%	-	-

**Agency Field Manager Survey Responses - July 2015 - January 2016**

Response Count	Office Visit Survey Responses					Survey Questions	Phone Call Survey Responses					Response Count
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
60	3%	18%		77%		The purpose of the Agency Manager (visit/call) was explained to me when the appointment was scheduled	60%		30%	10%	10	
60		20%		78%		I was satisfied with the Agency Manager's knowledge of Citizen's products and processes	80%			20%	10	
60	3%	27%		68%		I was satisfied with the Agency Manager's knowledge of Citizens Insurance Suite (i.e., Policy Center, Billing Center)	80%			20%	10	
60	5%	25%		70%		I was satisfied with the Agency Manager's technical knowledge (i.e., underwriting, billing, products)	80%			20%	10	
60		23%		75%		The Agency Manager was knowledgeable about my book of business with Citizens	80%			20%	10	
60	3%	17%		80%		I found the time spent with the Agency Manager to be of value and would recommend he/she (visit/call) peer agents	80%			20%	10	
60	3%	25%		70%		The amount of time scheduled for the Agency Manager (visit/call) was appropriate	70%			30%	10	
47	11%	21%		68%		The Agency Manager promised to research issues which were unable to be resolved in the office	56%		33%	11%	9	
46	4%	7%	28%	61%		The Agency Manager established timeframes to follow up with me	44%		44%	11%	9	
44	2%	14%	18%	66%		The Agency Manager followed up with me as promised and to my satisfaction until a formal resolution was met	44%		44%	11%	9	
60	3%	18%		78%		Overall I was very satisfied with the Agency Manager (visit/call) to my office	80%			20%	10	

# New Agreement/Cyber Education Roll-Out Plan

Agency Manager Engagement : Track Completion/Assist with Implementation

