



Meet the Team - Agency Field Management

Since the team's creation in 2014, Agency Field Managers have seen a dramatic shift in how Citizens is perceived in the marketplace. Meeting face-to-face with agents around the state, members say that Citizens has earned kudos for improvements made in its technology, policies, procedures and customer service. The focus on customer service and innovation is being noticed.

About the Team

Agency Field Management is a part of Underwriting and Agency Services in Enterprise Operations.

Where Is the Team Located?

Like the team name suggests, members are located across the state. Team members work out of their homes from Tampa Bay, Miami and Broward and Palm Beach counties.

Who's on the Team?

- Adam Marmelstein, Director, Market Services and Agency Management
- Kelly Abell, Agency Field Manager, East Coast and Panhandle
- Jorge Hallon, Agency Field Manager, Southeast
- George Maynard, Agency Field Manager, Southeast
- James Punday, Agency Field Manager, Jacksonville, East Coast, The Keys
- Eddy Ramirez, Agency Manager, Statewide new agent support from Tampa Office
- Brian Woodham, Agency Field Manager, Tampa, and West Coast

How Long Has the Team Been Together?

Maynard, Abell, and Punday came on board in 2014. Hallon, Ramirez and Woodham followed in 2015. They've been a team ever since.

What Does the Team Do?

It's one thing to send a message, but it's another thing to make sure that the message is clearly received. Agency Field Managers branch out across the state to work with nearly 4,800 agencies that offer Citizens policies. Maynard summarizes their role as the "Four Es:" engagement, education, empowerment and enforcement.

Field managers work directly with agencies to streamline underwriting and ensure proper procedures are practiced and new Citizens initiatives effectively introduced. Where problems arise, they provide support, training and guidance, either virtually or in person. Team members make sure agencies understand the latest policy changes and company initiatives like Citizens Managed Repair, Emergency Water Mitigation, assignment of benefits reforms and proof of repairs.

It's a two-way street. While field managers make sure Citizens' message is getting to agents, they also guarantee that agent concerns and experiences are relayed back to Citizens so appropriate action can be taken.

What Are Examples of the Types of Requests the Team Get?

Field managers wear many hats. They are often called upon to help agents with questions surrounding new tools and initiatives such as website enhancements and managed repair. On the flip side, they assist Claims following a loss and Underwriting with questions on eligibility, compliance and submissions.

Who Does the Team Regularly Interact With?

Agency Field Managers split the state into geographic regions, which are further broken down into tiers based upon agency size. Special attention is given to larger agencies and those identified by underwriting as having areas for improvement. The team also works closely with the new agents/agencies appointed to Citizens on a weekly basis.

Within Citizens, team members work closely with underwriting staff on the front end to ensure that agencies are following the latest underwriting guidelines and practices. On the back end, field managers work with Claims (for post-storm recovery), Underwriting, Agent Administration, Clearinghouse and Depopulation to address concerns and maintain quality customer service.

What Tools Does the Team Use?

Among the many tools, Agency Field Managers rely upon Salesforce, PolicyCenter, myAgency, Citizens Learning Center, Property Insurance Clearinghouse and Citizens' website to get the job done.

What's the Team Looking Forward to?

Like other Citizens employees, team members have had to replace face-to-face meetings with virtual communication. As the pandemic recedes, members are anxious to get back on the road.

Does the Team Have Advice to Share on What Makes Them Successful?

Communication, collaboration and cooperation among team members, other Citizens business units and agencies is critical to success.