Marketing Awareness – Commercial Appetite Guide

Through my market research, I discovered that agents and customer service representatives (CSR) were unaware of the broad spectrum of commercial insurance policies that Nationwide was willing to underwrite.

My solution to solve this was to expose Nationwide's underwriting appetite directly to agents in an easy-to-understand format that utilized yes/no/maybe indicators. Accompanied by clear explanations, resources and training materials to help Agents better manage their operational decisions when placing commercial business. The intent is to have these services become so integral to our Agent's operations, that it will be that much more difficult for them to leave

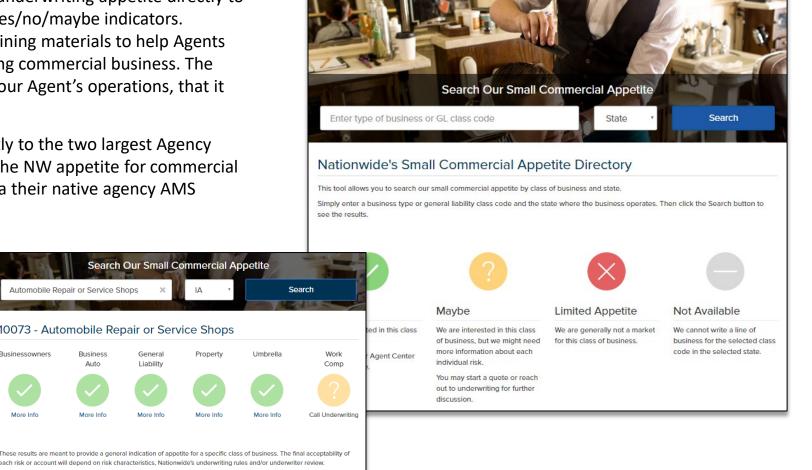
In Late 2018, I connected the appetite database directly to the two largest Agency Management Systems (AMS) in the US. This exposed the NW appetite for commercial lines to 80% (28,000) of the US independent agents via their native agency AMS

10073 - Automobile Repair or Service Shops

Businessowners

Results:

- 2016 to 2018, the Commercial Appetite Guide has grown to over 600,000 post-authentication visits annually.
- Dramatically simplified the agency's experience and awareness of NW commercial products.



Nationwid