

Based on workshop with the RCIS team, November 29 & 30, 2023

Performance Indicator

Empty

Coordinator

jack.yager

Stage	Planning	Protection	Planting	Production
Stage Description	Determining what to grow	Limiting risk exposure	Ensuring a successful harvest	Selling crops for profit
Jobs - Producers	<ul style="list-style-type: none"> Assess previous season Identify risks Financial planning 	<ul style="list-style-type: none"> Evaluate quotes Select coverage Review & sign application 	<ul style="list-style-type: none"> Put seeds in the ground Work the fields Report acreage planted to agent 	<ul style="list-style-type: none"> Collect crops Report Actual Production History (APH) to agent Report crop issues to agent Sell crops
Pain Points - Producers	<ul style="list-style-type: none"> My agent isn't available when I need them I don't know or understand regulatory requirements I'm not sure where to go for information or assistance It's difficult to see the benefits of certain technologies 	<ul style="list-style-type: none"> I'm not sure if there are new programs or changes I don't understand insurance enough to confidently pick the best policy 	<ul style="list-style-type: none"> Acreage reporting is difficult, time-consuming, and frustrating 	<ul style="list-style-type: none"> I don't realize I have a loss Actual production history reporting is difficult, time-consuming, and frustrating
Sentiments - Producers	We're improving our lanes and Emotion lane will soon be retired, please switch to the Emotion chart lane for better options and ease of use.			
	<p>I just want to farm. It's simple, it's familiar, it's what I know and what I like to do. All this other stuff just complicates things.</p> <p>Nervous</p> <p>Responsible for growing successful crops. I don't know what I don't know.</p>	<p>Confused</p> <p>Not sure I'm making the correct insurance decision</p>	<p>Frustrated</p> <p>This is what I know. This is what I like to do, but all this reporting is difficult, confusing, and gets in the way.</p>	<p>Confused</p> <p>What paperwork do I need? When do I file a claim?</p>
Opportunities - Producers	<ul style="list-style-type: none"> Understand historical data to mitigate future risk Trend insights Technology insights and training Map integrated across journey Financial planning tools Risk management tools Producer knowledgebase 	<ul style="list-style-type: none"> Policy translator 	<ul style="list-style-type: none"> Health monitoring 	<ul style="list-style-type: none"> Record retention tools
Jobs - Agents	<ul style="list-style-type: none"> Advise customers Match coverage to customer needs and risk tolerance 	<ul style="list-style-type: none"> Quote Write Submit paperwork Onboard customers 	<ul style="list-style-type: none"> Pre-plant customer fields Enter acreage reports Monitor claims 	
Pain Points - Agents	<ul style="list-style-type: none"> It's difficult to pull together/collect information necessary for producer meetings 	<ul style="list-style-type: none"> It's difficult to keep accurate records and notes from customer interactions Information needs to be manually copied from one system to another Redundant and duplicate data I'm not sure how to help my customers decide on the best coverage for their needs 	<ul style="list-style-type: none"> Acreage reporting is difficult, time-consuming, and frustrating 	<ul style="list-style-type: none"> Actual production history reporting is difficult, time-consuming, and frustrating
Sentiments - Agents	We're improving our lanes and Emotion lane will soon be retired, please switch to the Emotion chart lane for better options and ease of use.			
	<p>Frustrated</p> <p>It's difficult to contact and collect what I need from producers</p>	<p>Overwhelmed</p> <p>Meeting with everyone and getting business closed by deadlines</p>	<p>Frustrated</p> <p>Technology is inefficient and frustrating. It gets in the way more than it helps.</p>	
Opportunities - Agents	<ul style="list-style-type: none"> Agency "operations center" "White Label" insurance toolkit for agency customers Trend insights Thought leadership Agent support community "Smart" calendar Technology insights and training 	<ul style="list-style-type: none"> Guides for how to talk to producers Coverage configurator Prospect/contact manager "What if" scenario builder 	<ul style="list-style-type: none"> Reduce tech support burden 	
Ongoing activities - Agents	<ul style="list-style-type: none"> Growing business Licensing & training (CE) Customer service & managing relationships Agency operations Keeping up with the space (Crop programs; New technology; New product offerings) Claims processing Policy management 			
Prerequisite	New agency onboarding to RCIS			
Quick Wins	<ul style="list-style-type: none"> Update RCIS website information architecture Feedback consolidation and analysis Import/add content to website instead of links out to other places 			