

Mobile Marketing Association

CEO & CMO Summit 2019



Rewriting the rules of customer engagement

Sherina Smith, VP Marketing

2019 American Family Insurance

**\$8.8 Billion
in Premium**

**\$10.5 Billion
Active
Policies**

**Fortune 500
Ranked 311**
(moved up 92 spots in
22 yrs.)

**NETWORKED
INSIGHTS™**



The world
has changed



Hyper-personalization
is the new normal



They are turning to
multiple screens, more
so than people in
the world



60% of consumers complete
Insurance research
online before
speaking to
an Agent



We believe in understanding
and delivering on pure
customer intent
& motivations
in digital



Innovation is driven
by a human centered
design process

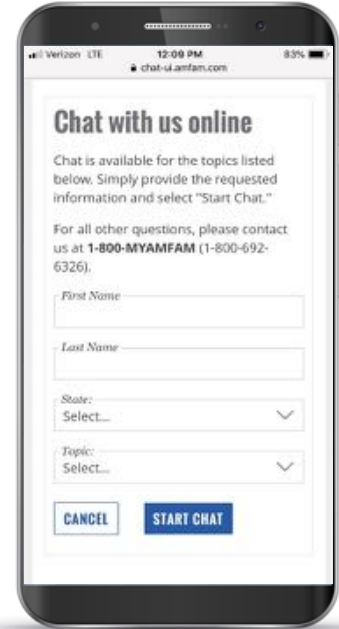
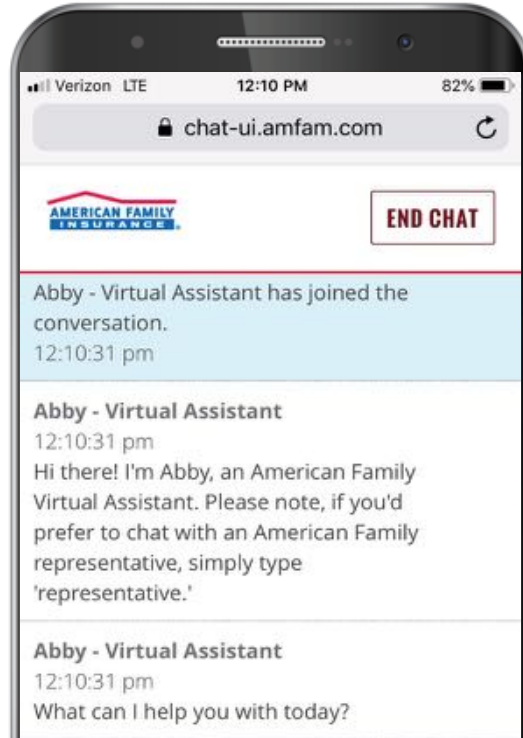


We lean into their
wants, needs &
dreams

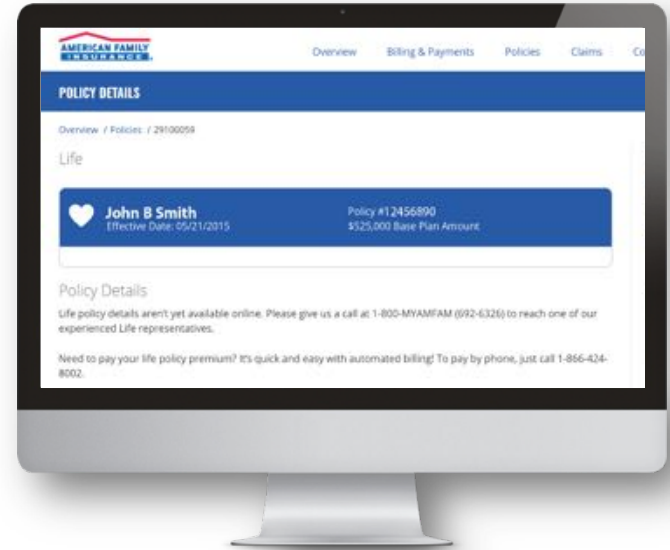
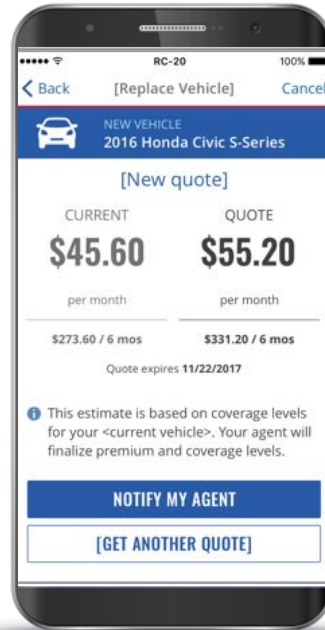


We are testing
new conversations

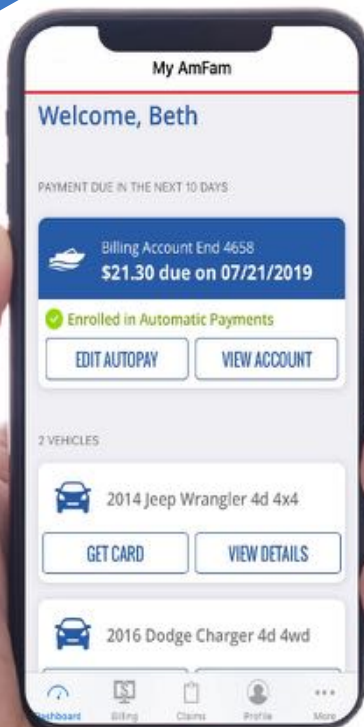
*Volume of
questions asked to
the chatbot up 85%*



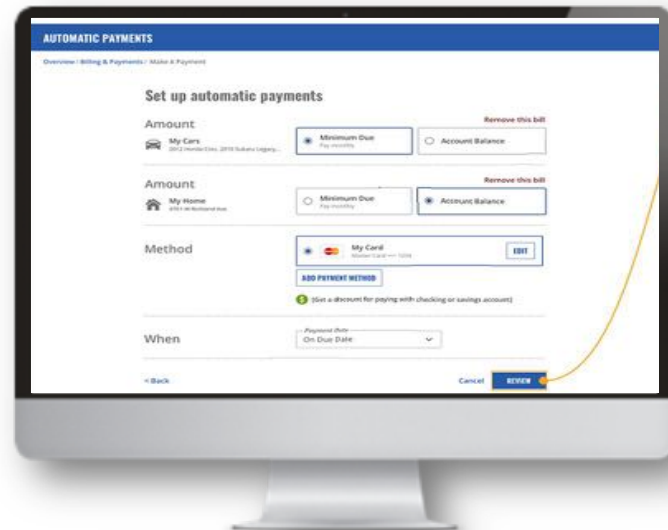
We are maximizing policy management



We are simplifying pain points

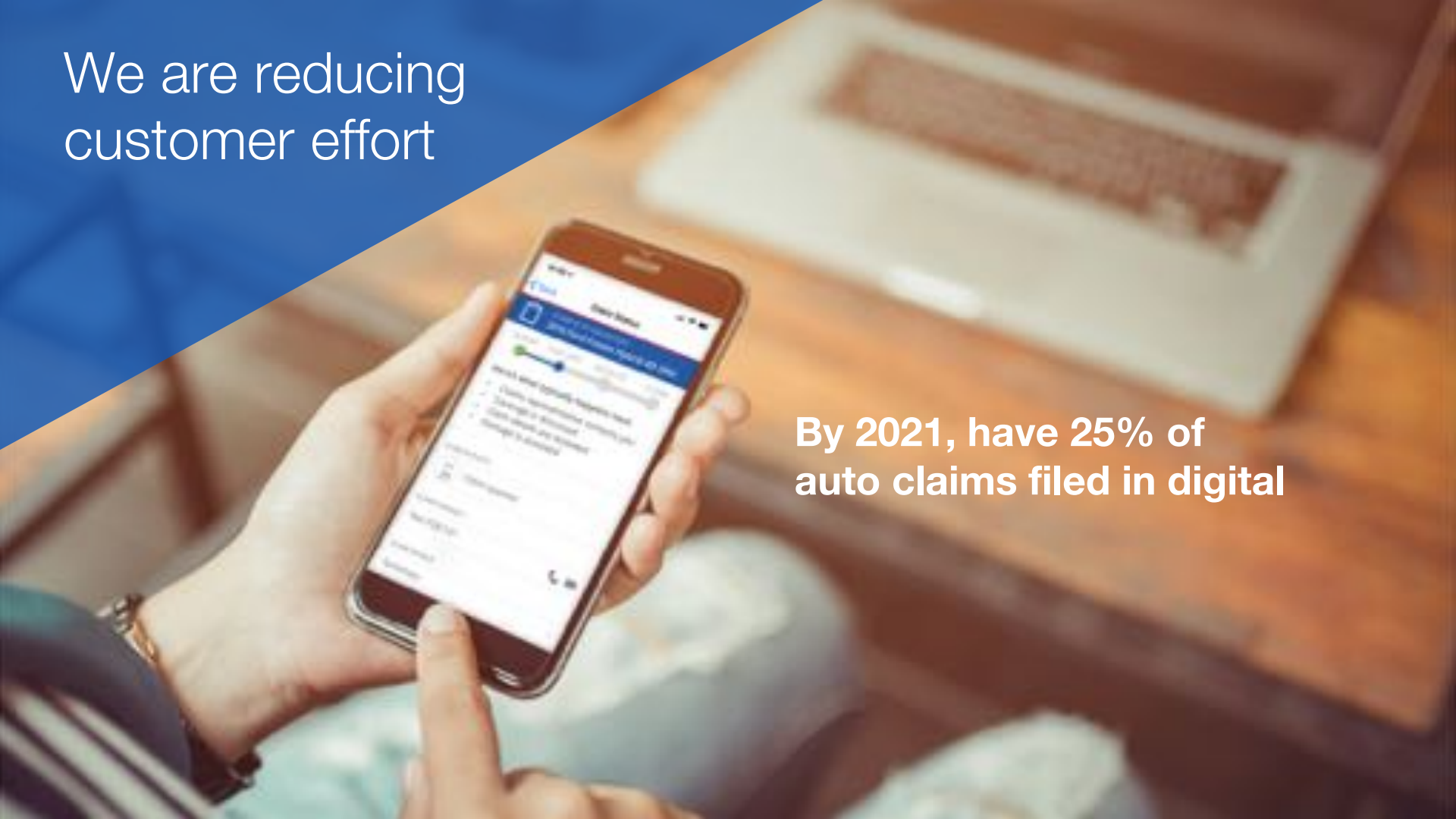


3 minute time saving for customers



We are reducing
customer effort

**By 2021, have 25% of
auto claims filed in digital**

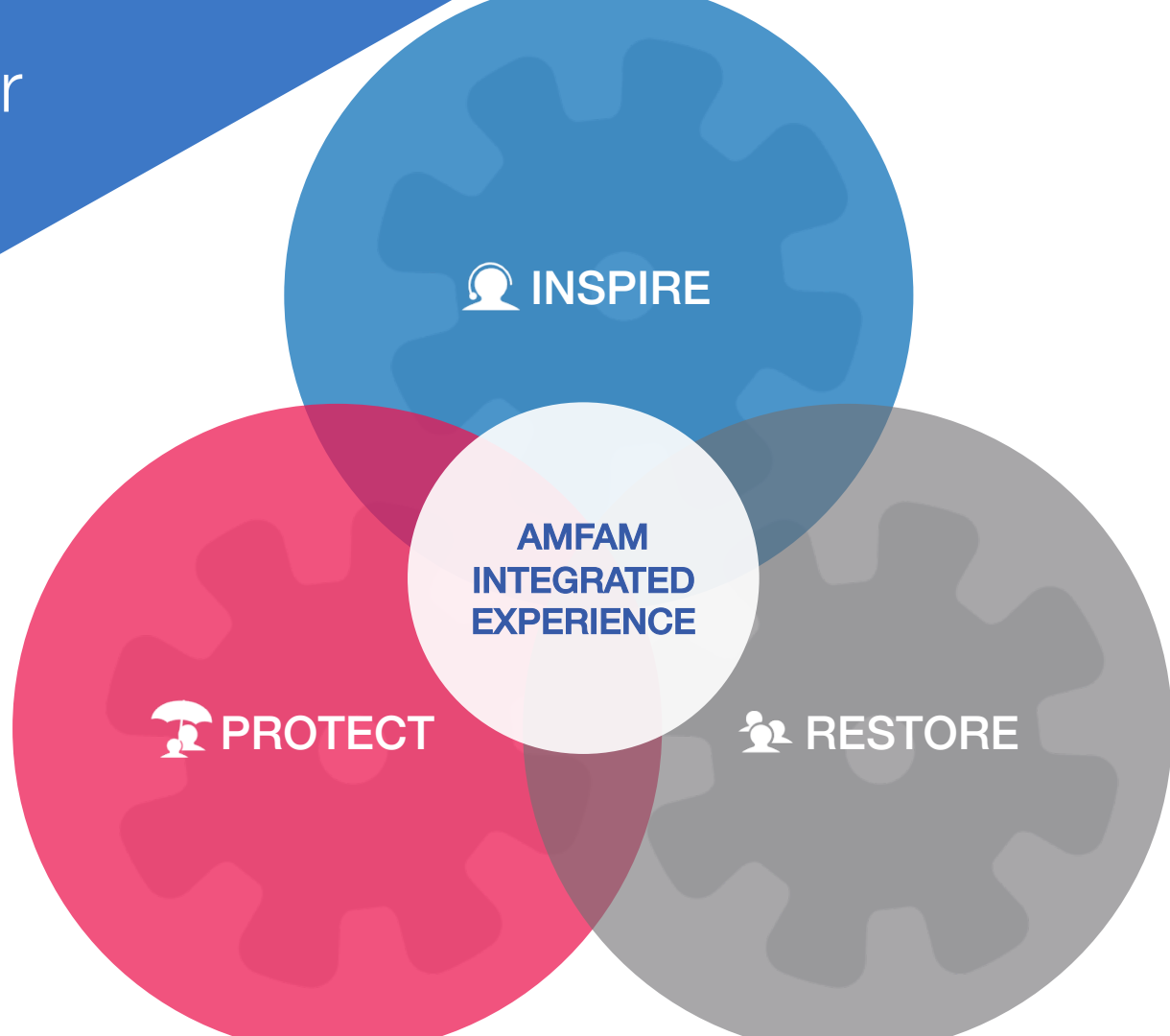


Reinventing a decades old business



Underpinned by our North Star

Create a personalized digital customer experience that exceeds expectations, **strengthens** agency/customer relationships and **delivers** on the American Family brand promise: to inspire, protect & restore.



Our work is making a mark in the industry

Our hard work has not gone unnoticed. In 2017, AmFam's digital platform has received several key industry awards.



MAY 2017
SILVER STEVIE
AWARD



JUNE 2017
1ST PLACE – J.D. POWER
DIGITAL INSURANCE SHOPPING



NOVEMBER 2017
1ST PLACE
VEGA DIGITAL AWARD



DECEMBER 2017
Best Financial
Services App
Best Mobile Industry
Mobile App

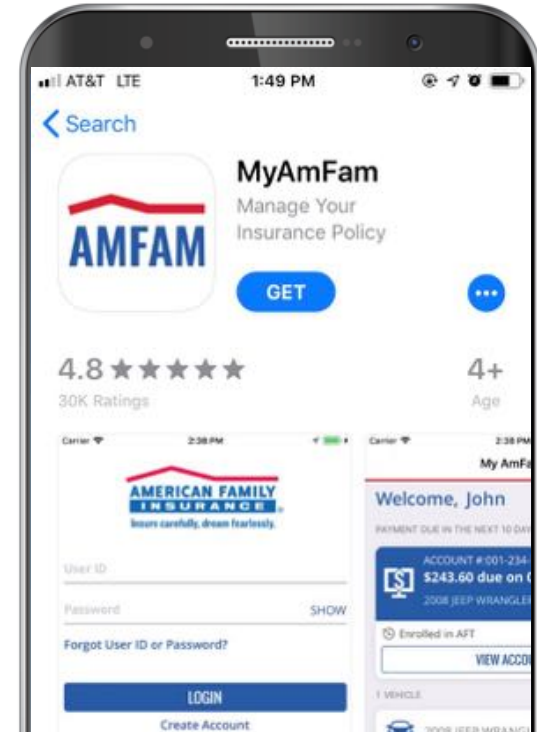
And our customers are noticing, too: 4.8 star app rating

“I cannot rave enough about American Family and continue to tell everyone about this amazing insurance company...” – Candi983 (April 2019)

“Best insurance I’ve ever had from an auto insurance company.” – Mav6899 (Mar 2019)

“I have been so happy with everything that I’ve never shopped our insurance needs.” – Byrd 1958 (October 2018)

“Harry and Corina (agents) worked patiently and diligently to get us the coverage we needed at a price we could afford.” – Gillam 7 (July 2018)



Thank You