WHEN WILL DMSI BE DELIVERED?

Basic

Delivers the basic functionality to meet the customers" needs where they are today, while also addressing several pain points for our call center and Agents.

• **ETA:** End of 2016

Industry Standard

Delivers comprehensive digital and mobile functionality and additional online product offerings to customers that are on par with our competitors.

• ETA: End of 2017

Class-Leading

Extended digital and mobile capabilities supporting end-to-end sales and service scenarios and functionality not offered by competitors.

• ETA: 2018 and beyond



DIGITAL-MOBILE OVERVIEW



HOW WE CAN WORK TOGETHER...

Your Role is Critical for Our Success

Understand that we are aware of the concerns of Agents and that we are focused on ensuring that the Agent-Customer relationship will be at the forefront of the design and firmly integrated across all phases of the customers' digital experience

Share your feedback and questions with us as we begin to communicate to other Agents and deliver new features over the coming months

Champion DMSI and how it complements and supports the Agent-Customer relationship in your communications and interactions with other Agents

Discuss DMSI with your district field leaders for a better understanding of DMSI's benefits to YOU and your customers







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WHAT IS DMSI?

What is the Digital Mobile Strategic Initiative?



The enhancement and/or complete redesign of our digital offerings to match and eventually exceed those of our competitors.



A platform, built with YOU in mind, that complements and supports your relationships with your customers by placing you at the forefront of their digital experience.



A vehicle to drive additional revenue and new business to you and provide you with a better understanding of customers' evolving needs.



A way for your customers to complete basic self-service tasks, so that you don't have to spend valuable time solving technical issues and, instead, focus on driving good customer relationships.

WHY IS THIS NEEDED?



EVOLVING

As more consumers engage with the digital marketplace, their expectations are changing.

BUT, they still value and desire an agent-based relationship.



DIGITAL-MOBILE PLATFORM IS INADEOUATE Our current digitalmobile offerings are not meeting the desired capabilities expected by your existing and potential customers.

Deficiencies in our

digital platform may



MORE ADVANCED

Our competitors' digitalmobile offerings are more advanced and better at meeting the basic service needs of their customers.



PAIN POINTS

impact your customers' trust, lead to defections, and hinder your ability to strengthen your agent-customer relationships.

HOW DMSI WILL LEVERAGE OUR UNIQUE POSITION...

YOU and your customer relationships are what sets us apart from our competitors! So, DMSI will focus on 3 areas to ensure your customers stay connected with YOU.

1 AmFam.com Customization

Tailoring our website to match potential and existing customers' preferences through comprehensive marketing analysis and tracking their activity on AmFam.com



2 MyAccount & MyAmFam Mobile

Improving the self-service capabilities of **MyAccount** and redesigning the **MyAmFam** mobile app to be a class-leading, modernized tool that meets your customers' basic self-service needs and helps them to better engage with **YOU**



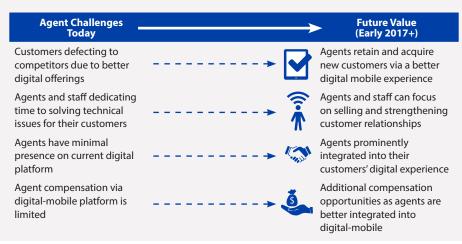
Renters Quote & Bind Online

Enabling your customers to quote and bind Renters Insurance online and connect them with **YOU** for follow-up



WHAT'S IN IT FOR YOU?

DMSI benefits you by building trust with your customers, potentially delivering new business and new revenue, addressing pain points, and better integrating you into the customers' digital and mobile experience.



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