OVERVIEW:
State Farm has maintained leadership positions in auto and homeowners insurance for decades. Throughout our history, continuous innovation and adaptation has positioned us as the leader in a highly competitive industry. Current customer expectations surrounding technology and accessibility continues to evolve at a fast pace.

Customers expect a seamless experience regardless of the route that delivers simple, transparent, immediate, flexible, and personalized services. They want a choice in contact method that best suits their current needs. Customers want State Farm to offer products tailored to anticipate and meet their unique needs. User workflows are continuously enhanced to enrich the customer experience. All information related to the customer is available and leveraged.

CHALLENGE:
Idea Challenge Question: How might the future State Farm agent leverage technology and their digital presence to be more competitive and customer focused in today's market?

We are seeing that being digitally savvy is a "must" in today's world. Many agents are learning that they need to engage in a digital presence to remain competitive in the marketplace.

<u>Thought starters</u>:

- How might an agent use leading-edge technology and digital solutions to simplify and strengthen our human connections?
- How do design technology solutions leverage customer information to enhance their experience, validate their identity, and protect their data?
- How does the customer know what to expect during an interaction? How are they informed through notifications, offered suggestions that add value, proactively fix their problems, and help them discover new products that meet their needs?