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.

Thought starters:

- 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?

Parameters:

- Develop an actionable strategy from an organizational perspective, but consider how the independent contractor agent can leverage our digital presence to enhance the relationship between customers and State Farm.
- Be creative and innovative while staying true to State Farm's mission & values:

Mission: The State Farm mission is to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams.

Values: Our success is built on a foundation of shared values — quality service and relationships, mutual trust, integrity and financial strength.

Presentation Rules:

- Presentations will be limited to 20 minutes, including time for questions from a panel of judges. You do not need to use the entire 20-minute presentation period; however, at the 20-minute mark, the presentation will be stopped.
- Students will have no more than five minutes following the preceding competitor's presentation to set up their presentation materials, including any multi-media. The presentation will be judged by a panel of State Farm agents and leaders and will be scored based on merit, creativity, feasibility and presentation skills.
- The presentation is worth 100 points to each student competitor. Each student will receive the same
 individual score for their team's presentation. Awards will be provided to the top three student competitor
 teams (based on total score).

Presentation Materials:

- Student competitors have the flexibility to incorporate multi-media, video, or other methods of presentation. The competition rooms will be equipped with a projector, video screen, personal computer (internet ready), and flip chart materials. Students must communicate plans for using multi-media 25 days prior to the competition to ensure we can accommodate your presentation.
- Student competitors will provide State Farm with an electronic copy of their presentation via a flash drive that will be provided by State Farm. This is a "copy only" for State Farm. Students should be prepared to have a separate flash drive or to connect to the internet for their competition presentation.