

THE ED NOTE

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Agency FOCUS:

From an insurance agency perspective, staying focused amidst industry noise is crucial to maintaining a competitive edge. With the property and casualty sector grappling with increased claim volumes due to natural disasters and shifts in regulatory landscapes, agencies must prioritize their core functions: delivering value to clients and strengthening relationships with carriers. The temptation to adopt the latest AI-driven tools can be strong, but agencies need to assess whether these innovations truly enhance their ability to meet clients' needs or if they merely add complexity to established processes.

Agencies should view AI as a tool to complement their human expertise, not a substitute for it. Technology can streamline workflows, improve customer service through predictive analytics, and automate routine tasks, allowing agents to focus on high-touch client interactions that foster loyalty. However, the strategic use of AI should be aligned with an agency's long-term goals, such as deepening client relationships, improving risk advisory services, and expanding coverage options. By staying grounded in their mission and utilizing AI selectively to enhance traditional practices, agencies can remain resilient and continue to deliver exceptional value even as the industry evolves.

The Nevada Big 'I' has your back with their [partnership with Catalyit](#). For your complimentary agency assessment, contact our team at [Catalyit](#). The team is here to help you understand, select, and implement the technology that would be best for your specific agency to promote growth and profitability. Reach your agency's full potential.

Respectfully,

Susan Bauman, NIIA Executive Director