



The State of Tech in Independent Insurance Agencies

JUNE 2024

Partnering with Big “I” state associations, Catalyit surveyed independent insurance agencies across the country to learn about their current tech stack. Agencies shared what solutions they’re using and how they would rate them.

This report shares findings from that survey, and insights on how each area impacts agency value.

Catalyit.com

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Edition 3

Sincere Thanks to Our Platinum & Premium Solution Providers

These companies have chosen to support independent agent access to the tech insights they need to thrive through Catalyit!
They really 'get it!'



About This Report

RESPONDENT PROFILE

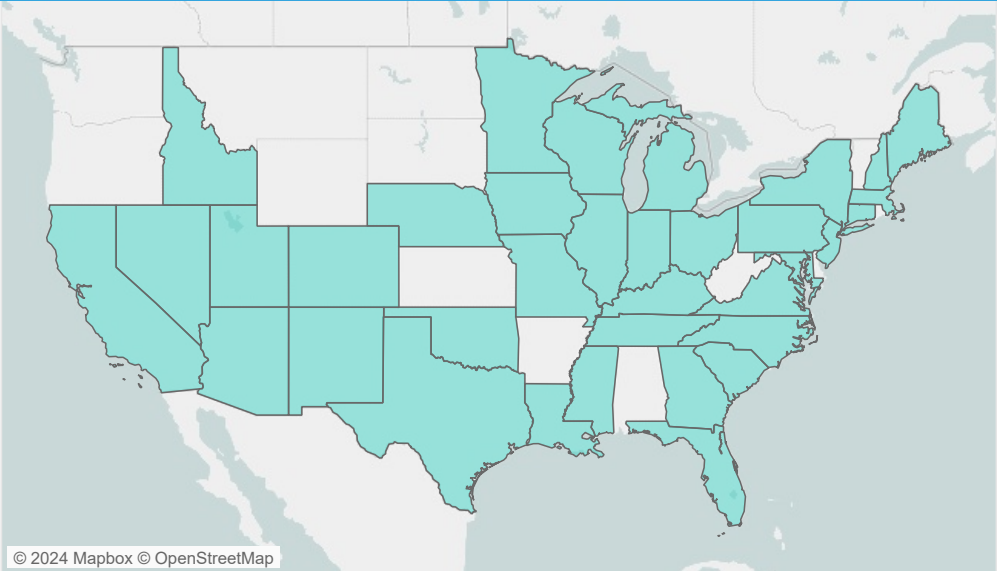
The source of the data presented was gathered from the Catalyit Tech Stack Survey in 2024.

Number of Employees	# of Agency Responses	% of Total Responses
1-5	169	38%
6-10	93	21%
11-20	73	17%
21-50	42	10%
51-100	2	0%
Over 100	60	14%

Agency Size by Total Revenue	# of Agency Responses	% of Total Responses
Less than \$500K	78	18%
\$500K to \$1MM	85	19%
\$1MM to \$2MM	93	21%
\$2MM to \$3MM	50	11%
\$3MM to \$5MM	49	11%
More than \$5MM	84	19%

Participating States

- Arizona
- California
- Colorado
- Connecticut
- Florida
- Georgia
- Idaho
- Illinois
- Indiana
- Iowa
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- Ohio
- Oklahoma
- Pennsylvania
- South Carolina
- Tennessee
- Texas
- Utah
- Virginia
- Wisconsin



READING THE DATA

Data has been self-reported by agency leaders and staff using their knowledge and interpretations of internal platforms. Agents rated the technology they use from one to five stars. Responses have been aggregated, and top trends are included here. Many additional platforms were shared but did not reach the threshold to be mentioned. Due to rounding, when adding the percent utilization of all solution providers in a category, the total percentage may be just above or below 100%. A dash (-) is used where ratings were not provided.

QUESTIONS

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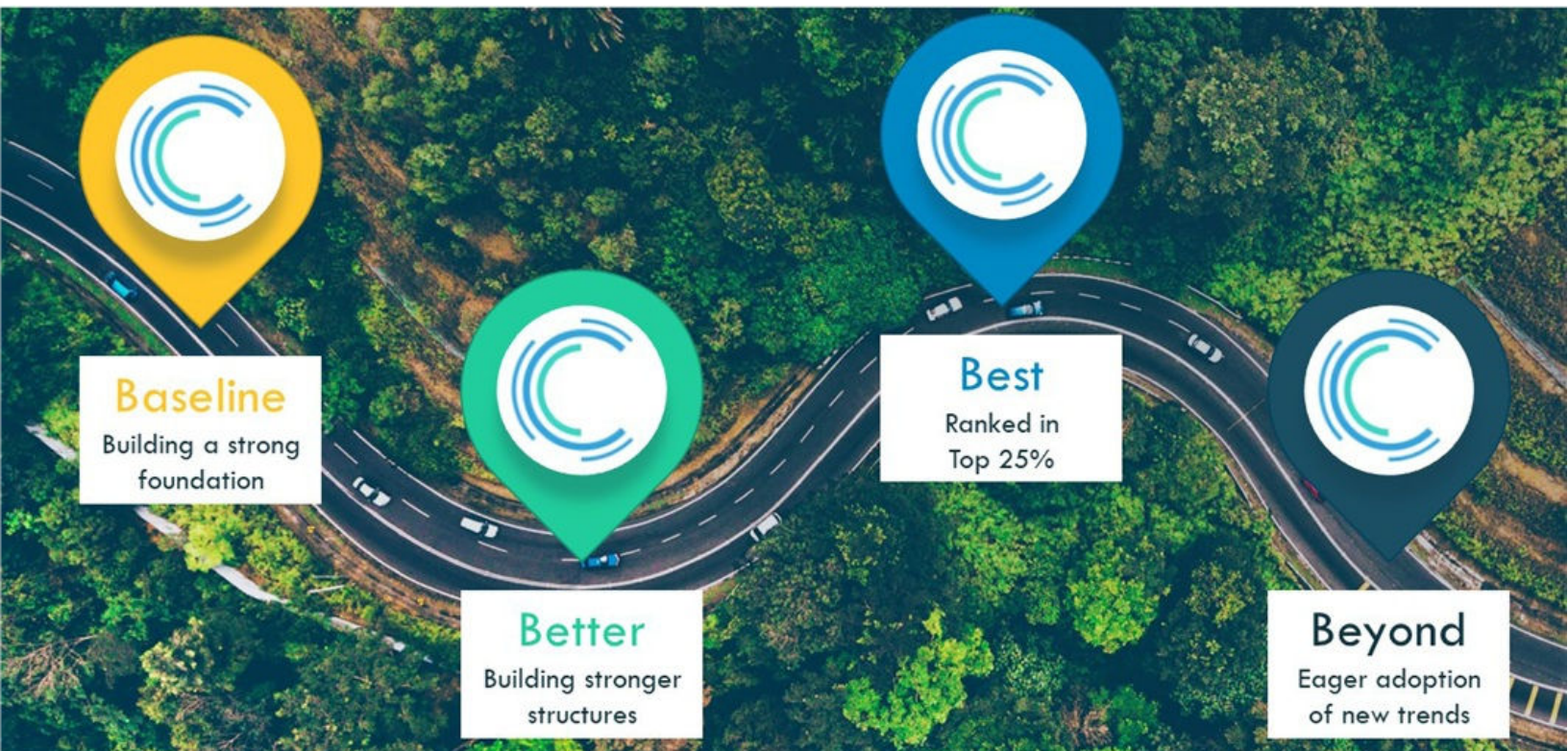
What's a Tech Stack?

All the technology, software, and tools you use to run your agency, connect with customers and prospects, and ultimately grow profitability.

Technology is no longer just a backroom activity that keeps the computers running. Tech is a profit center. What software agencies use, what tools, integrations, processes, and data agencies harness are all critical in driving profit. With the right tech, your agency will thrive.

Your business has a tech stack. Does it currently include the right solutions for your agency? Are you using all the features you should be? Do you have processes in place to get the most out of that investment? To provide a fantastic customer experience? To become more profitable? Catalyit.com helps with all of that.

Your Tech Stack Evolves as Your Journey Continues...



The Catalyit Success Journey™

Technology changes and evolves, and your agency changes and evolves. Where you are on the path today is vastly different than where you'll be in five years. The Catalyit Success Journey™ gives you a roadmap for your tech stack.

There are 4 main benchmarks on your success journey: **Baseline**, **Better**, **Best**, and **Beyond**. You likely have areas of your tech in more than one milestone. Our goal is to help you become the agency hero who moves your tech through best and beyond.

There isn't a 'one-size fits all' best, but there is a best for your agency. Visit Catalyit.com for tech stack recommendations for each journey milestone.

Let's dive into what tech agencies currently use and how they feel about it...

The Agency's Tech Stack



The biggest risk agencies face is not taking enough risk.

- Steve Anderson, Catalyit Co-founder

How many technology platforms does your agency use?

Agency Size by Total Revenue	Avg. Number of Tech Platforms Used
Less than \$500K	5.7
\$500K to \$1MM	6.6
\$1MM to \$2MM	7.8
\$2MM to \$3MM	9.0
\$3MM to \$5MM	9.2
More than \$5MM	11.9

What stage of using technology presents the biggest challenge?*

Agency Size by Total Revenue	Finding the Right Tool	Implementing the Tool	Getting the Most Out of the Tool
Less than \$500K	31%	18%	51%
\$500K to \$1MM	16%	15%	68%
\$1MM to \$2MM	26%	22%	53%
\$2MM to \$3MM	12%	18%	70%
\$3MM to \$5MM	8%	18%	73%
More than \$5MM	14%	19%	67%

*Percentage based on individual responses

Next Up: What we learned about each category of agency tech...

Agency Management System

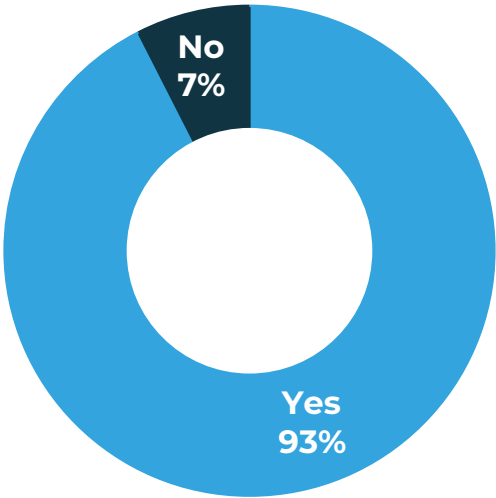
Catalyit Success Journey Milestones:

Baseline

Better

Best

Agencies using an agency management system



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Applied Epic	27% (31% in 2023)	3.9
AMS360 (Vertafore)	21% (25% in 2023)	3.9
HawkSoft	11% (8% in 2023)	4.4
EZLynx (Applied)	10% (10% in 2023)	3.9
Applied TAM	9% (8% in 2023)	4.0
QQCatalyst (Vertafore)	4% (4% in 2023)	4.2
Partner Platform (Zywave)	3% (2% in 2023)	3.4
Sagitta (Vertafore)	2% (1% in 2023)	-
Newton (Agency Systems)	2% (2% in 2023)	3.3
Nexsure (Dyad)	1% (1% in 2023)	4.4
Other	10%	4.2

CATALYIT GOES DEEPER

An AMS is vital for managing daily operations, tracking client interactions, policy administration, and tracking marketing and sales activity. Every agency has an AMS option. The key decision is which AMS platform best fits the agency's needs. By a slight margin, Applied Epic is the most popular system. Applied, Vertafore, and HawkSoft products dominate the market.

AGENCY VALUE IMPACT

Utilizing an AMS directly impacts how easily an agency's customer information can be located, reported on, and transferred. The absence or poor usage of an AMS can impact the efficiency and the transferability of an account, which will directly impact the agency's transition costs, confidence in the information, and the expected ongoing performance.

- Carey Wallace, Founder of AgencyFocus

Agency Management System

Catalyit Success Journey Milestones:

Baseline

Better

Best

Agencies using an agency management system

A DEEPER DIVE: Most Used by Agency Revenue (2024 vs 2023)

Total Revenue	Top 3 Platforms Used*		
Less than \$500K	EZLynx (Applied): 19% (2023: 25%)	AMS360 (Vertafore): 13% (2023: 14%)	HawkSoft: 10% (2023: 17%)
\$500K to \$1MM	EZLynx (Applied): 19% (2023: 20%)	AMS360 (Vertafore): 15% (2023: 17%)	HawkSoft: 12% (2023: 6%)
\$1MM to \$2MM	Applied Epic: 22% (2023: 25%)	AMS360 (Vertafore): 20% (2023: 37%)	Applied TAM: 12% (2023: 9%)
\$2MM to \$3MM	Applied Epic: 34% (2023: 40%)	AMS360 (Vertafore): 28% (2023: 24%)	HawkSoft: 12% (2023: 10%)
\$3MM to \$5MM	Applied Epic: 45% (2023: 53%)	AMS360 (Vertafore): 20% (2023: 22%)	HawkSoft: 10% (2023: 6%)
More than \$5MM	Applied Epic: 46% (2023: 52%)	AMS360 (Vertafore): 25% (2023: 34%)	HawkSoft: 7%

*From left to right: most used, second-most used, and third-most used

CATALYIT GOES DEEPER

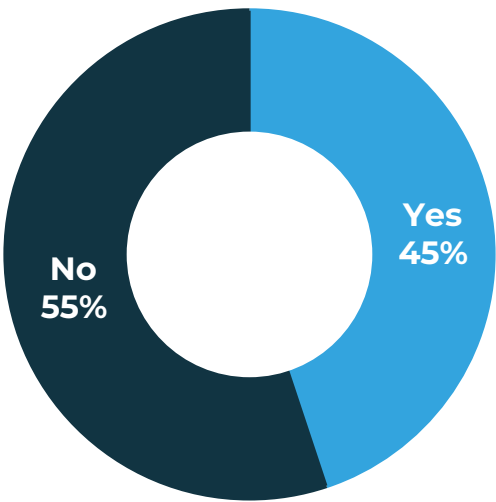
Applied Epic and AMS360 (Vertafore) are the top AMS for agencies with more complicated client needs. Agencies with more traditional clients tend to gravitate to EZLynx and QQCatalyst (Vertafore). HawkSoft saw significant growth among agencies, with revenue between \$500K and \$1MM. Applied Epic and AMS360 (Vertafore) experienced a decrease among those with \$1MM or more in revenue, which may be due to agency consolidation. These systems help optimize insurance agency operations by integrating with carrier platforms and providing full accounting services and marketing automation tools, enhancing productivity, customer service, and overall efficiency.

Accounting

Catalyit Success Journey Milestones:

Baseline

Agencies using an accounting platform



(Percentage based on 441 agency responses)

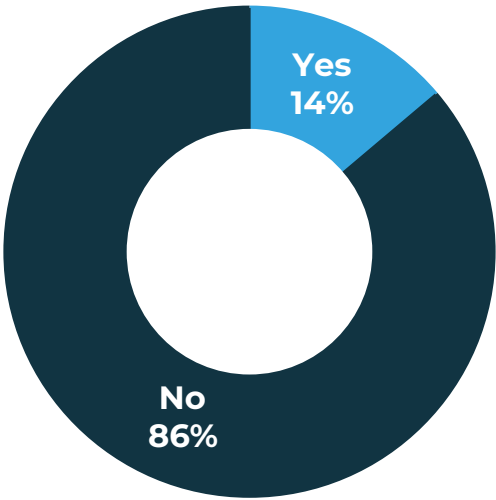
Most Used	% Use	Avg. Rating
QuickBooks	42%	4.2
Applied Epic	22%	4.1
AMS360 (Vertafore)	16%	3.6
Applied TAM	6%	4.4
Quicken	2%	3.7
Partner XE (Zywave)	2%	3.0
Newton (Agency Systems)	1%	4.5
Sagitta (Vertafore)	1%	4.0
Next Agency	1%	5.0
Oracle	1%	4.0
Other	9%	3.8

CATALYTIT GOES DEEPER

Over 40% of agencies that do not have General Ledger accounting as part of their AMS use QuickBooks. The Applied and Vertafore platforms offer built-in General Ledger accounting features. QuickBooks lacks Insurance Trust Accounting features, potentially causing compliance issues in some states. Insurance accounting platforms automate processes, track commissions, manage insurance company payables, reconcile accounts, and generate financial statements. Integration with agency management and carrier platforms streamlines data entry and reduces errors. Independent agents can use these platforms to improve financial management, reduce errors and fraud, and gain insights into financial performance.

Agency License Compliance

Agencies using a tool to track license compliance



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Sircon (Vertafore)	47%	4.0
Agency Management System	17%	4.6
CSC	7%	3.5
AgentSync	5%	4.0
ReSource Pro Compliance (formerly ILSA)	3%	4.0
TrustLayer	2%	5.0
Other	20%	4.0

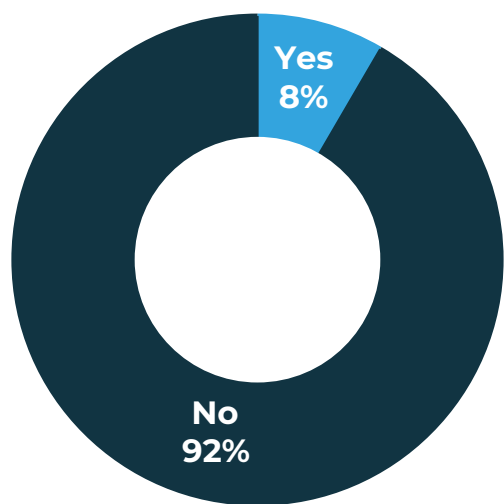
CATALYIT GOES
DEEPER

Vertafore’s Sircon is the top choice for agency state license compliance. Many state insurance regulators also use it for agent license filings. Agency license compliance solutions assist agents in tracking licenses, renewal dates, and continuing education requirements. They enable the creation of reports and alerts to prevent penalties or fines for non-compliance. These solutions help independent agents streamline the compliance process, reducing non-compliance risks and maintaining licenses to operate within and across state lines.

Benefits Quoting & Management

Catalyit Success Journey Milestones: **Better**

Agencies using a benefits quoting and management platform



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Applied Benefits Designer	19%	3.5
BenefitPoint (Vertafore)	14%	4.3
Applied Rater	14%	3.5
BenefitMall	8%	4.3
Plansight	8%	5.0
Ease	6%	4.5
BrokerageBuilder	6%	4.0
Agency Smart	3%	5.0
FormFire	3%	-
AE Medicare	3%	4.0
PerfectQuote	3%	5.0
Other	14%	4.0

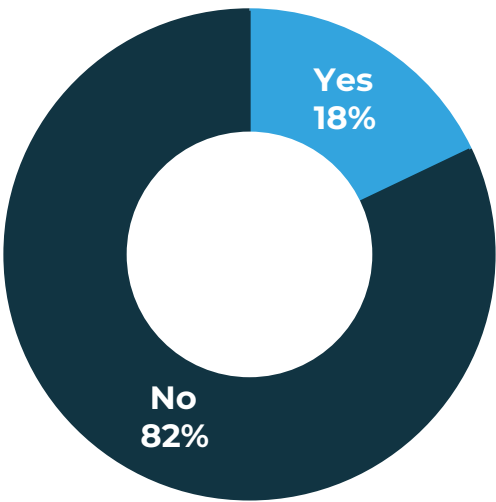
CATALYIT GOES DEEPER

Commission revenue from employee benefits is becoming an increasingly significant portion of some agencies' total revenue. Popular benefits quoting and management platforms like Applied Benefits Designer and BenefitPoint (Vertafore) assist agents in selecting and managing employee benefits. These platforms offer various options, including health, dental, vision, and retirement plans. They help agents streamline enrollment, manage employee data and eligibility, and provide ongoing support and education. Using these platforms, agents can offer comprehensive benefits packages tailored to clients' needs while reducing administrative workload.

Carrier Submission Management

Catalyit Success Journey Milestones: **Best**

Agencies using a carrier submission management tool



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
PL Rating (Vertafore)	32%	3.8
EZLynx (Applied)	18%	3.8
Applied Epic Quotes	18%	3.8
Applied Rater	9%	3.7
Carrier Website	5%	4.5
Tarmika (Applied)	4%	4.3
Indio (Applied)	3%	3.5
Semsee	1%	5.0
Appulate	1%	4.0
bolt access	1%	4.0
Other	6%	4.0

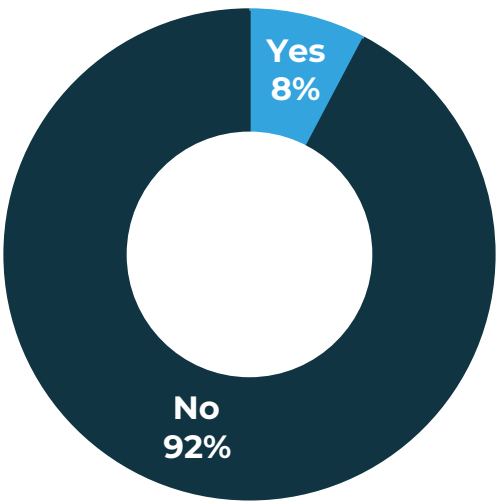
CATALYIT GOES
DEEPER

Vertafore's PL Rating leads at 32%, with Applied Epic Quotes and Applied's EZLynx following at 18% each for policy quotes. Quoting platforms allow agents to obtain quotes electronically, reducing time and effort and improving data accuracy. Many offer real-time updates on application status, allowing agents to monitor progress and resolve issues. Using quoting platforms helps agents improve efficiency and reduce errors.

Chatbot

Catalyit Success Journey Milestones: **Best**

Agencies using a chatbot on your website



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Zywave	9%	4.0
Drift	9%	3.3
Podium	6%	5.0
Lightspeed	6%	3.0
ZenDesk	6%	3.0
EchoSage	3%	5.0
Swell	3%	4.0
Tawk.to	3%	4.0
Advisor Evolved	3%	3.0
Chatfuel	3%	4.0
ClientCircle	3%	4.0
Other	47%	2.9

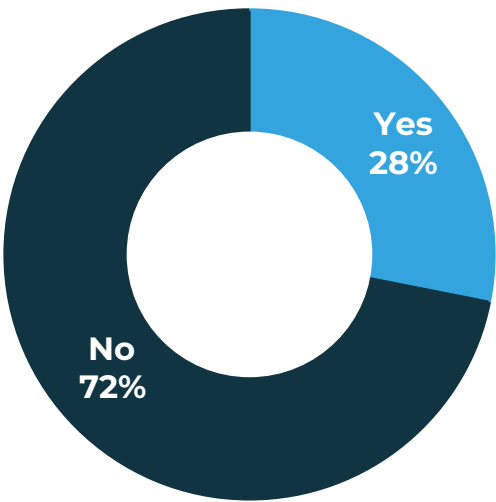
CATALYIT GOES DEEPER

The rise of Generative AI tools (like ChatGPT) opens new opportunities for chatbot solutions. These new Chatbots enhance customer service capabilities and create more intelligent solutions. Chatbots provide instant responses to customer inquiries, leading to higher satisfaction levels and decreased workloads for support teams. Agents benefit from having access to increased 24/7 support options, improved customer service, and enhanced efficiency.

Customer Relationship Management (CRM)

Catalyit Success Journey Milestones: **Best**

Agencies using a CRM system



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
AgencyZoom (Vertafore)	25%	3.8
Salesforce	12%	3.8
ClientCircle	9%	3.7
Levitae	9%	4.3
Agency Revolution	8%	4.3
InsuredMine	6%	3.6
HubSpot	3%	3.0
Constant Contact	2%	5.0
InsurGrid	1%	4.0
b atomic!	1%	5.0
Better Agency	1%	3.0
Other	24%	3.8

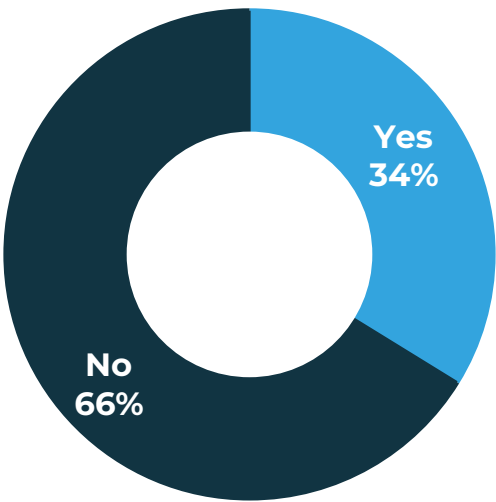
CATALYIT GOES DEEPER

CRM utilization is on the rise for prospecting, sales pipeline tracking, and marketing. AgencyZoom (Vertafore) is currently the leader with 25% usage, and there is a growing number of Salesforce implementations. Integration with an AMS is essential. CRM software assists agents in managing client engagement and new leads, automating marketing follow-up, and analyzing customer behavior.

Cybersecurity

Catalyit Success Journey Milestones: **Better**

Agencies using a cybersecurity platform/vendor



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Local IT Provider	32%	4.3
KnowBe4	16%	4.3
Managed In-House	8%	4.1
AppRiver	3%	4.3
CyberFin	3%	4.5
Rhodian Group	2%	4.5
Motiva	2%	4.5
Redbird Security	2%	4.5
SCS	2%	3.0
Archway Computer	1%	4.0
BlueZone Cyber Solutions	1%	5.0
Other	30%	4.1

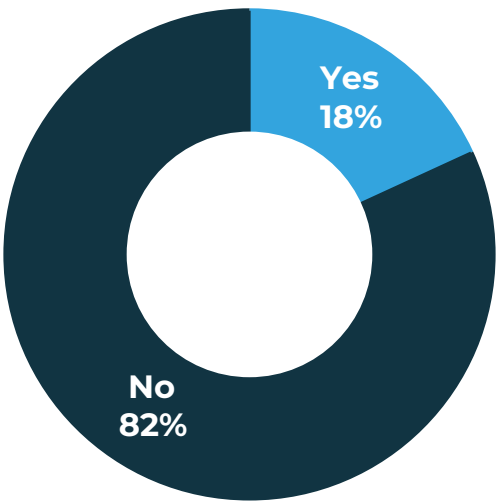
CATALYIT GOES DEEPER

Cybersecurity is crucial for safeguarding customer data. Surprisingly, 66% of respondents do not have a cybersecurity solution. Most rely on local IT providers, who may specialize in something other than cybersecurity. Cybersecurity solutions typically include antivirus software, firewalls, encryption tools, and employee training. Independent agents handle sensitive client data, exposing them to potential financial loss, damage to their reputation, and legal liability resulting from data breaches. These risks can be mitigated by implementing cybersecurity solutions, allowing agents to maintain their reputations as trusted business partners.

Data Analytics

Catalyit Success Journey Milestones: **Best**

Agencies using a data analytics platform/system



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Applied Analytics	32%	3.9
Agency Management System	10%	3.7
In-House Platform	10%	4.3
RiskMatch (Vertafore)	9%	4.0
AgencyKPI	5%	5.0
ennabl	5%	4.0
EZLynx Reports (Applied)	5%	4.3
DONNA (Aureus Analytics)	4%	4.7
Microsoft Power BI	3%	4.0
Chisel AI*	3%	5.0
Tableau from Salesforce	1%	4.0
Qlik Sense	1%	4.0
Other	12%	4.1

CATALYIT GOES
DEEPER

Applied Analytics leads in usage, while AgencyKPI and DONNA (Aureus Analytics) score highest in customer satisfaction. Only 18% of surveyed agencies use data analytics models. Many agencies are missing opportunities for insights and sales optimization. Data analytics technology enables agents to collect, process, and analyze diverse data, revealing patterns, trends, and opportunities. By adopting data analytics, independent agents stay competitive and make informed decisions when responding to market changes.

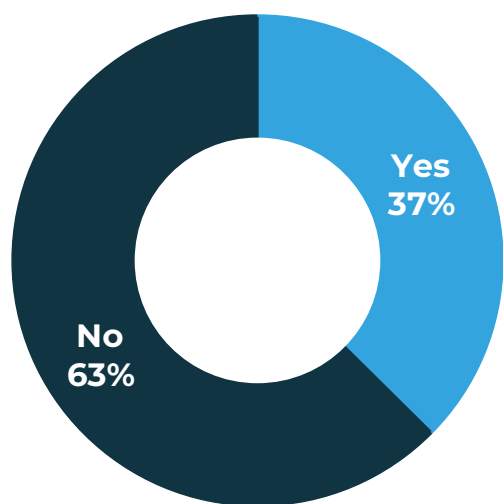
**Winding down business operations as of April 2024*

Digital Payments

Catalyit Success Journey Milestones:

Best

Agencies using a digital payments platform/service



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
ePayPolicy	44%	4.4
Applied Pay	9%	4.2
IPFS TotalPay	9%	4.6
Simply Easier Payments	8%	4.6
EasyPay	7%	3.8
Carrier Online Billing	4%	4.4
Ascend	3%	4.6
QuickBooks	3%	3.3
PayMyPremiums (AFCO Direct)	2%	4.3
Xpress-pay	1%	4.0
EZLynx Client Center (Applied)	1%	3.0
Other	7%	4.1

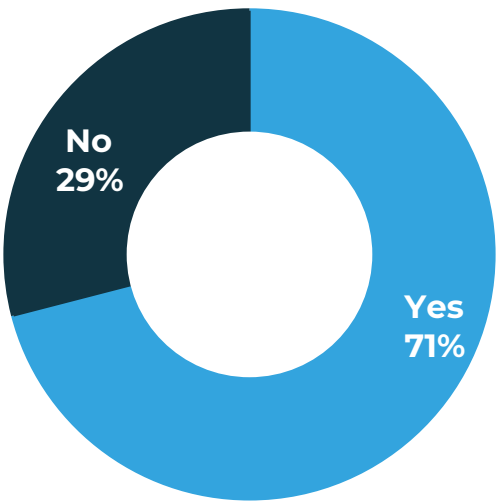
CATALYT GOES DEEPER

Electronic payment options help to make it easier for online customers to make payments. ePayPolicy is the most popular choice, with over 40% of agencies using it. Digital payments eliminate paper checks and manual processing, which means payments are received more quickly and with fewer errors. Some vendors are also growing in offering premium finance payment options. These options come with improved security features that protect against fraud and theft. Agents can use digital payments to simplify billing, reduce costs, and better manage cash flow and financial reporting.

Electronic Signature

Catalyit Success Journey Milestones: **Better**

Agencies using an e-signature platform/service



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
DocuSign	46%	4.4
Formstack	12%	4.2
Adobe Sign	12%	4.1
RSign by RPost	8%	4.0
Indio (Applied)	5%	4.4
Citrix RightSignature	4%	4.3
Assuresign	2%	4.2
Bridge	1%	4.3
HelloSign	1%	4.8
WeSignature	1%	4.7
Other	8%	4.6

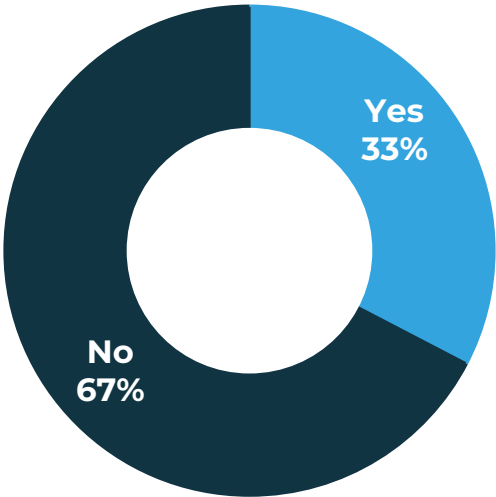
CATALYIT GOES DEEPER

Electronic signature technology allows agents to sign and send documents electronically, eliminating the need for printing, mailing, and faxing. This reduces turnaround time and errors while enhancing the customer experience. DocuSign is the leading electronic signature platform, with nearly 50% of respondents using it. Its partnerships with AMS ensure ease of use. Electronic signatures are legally binding, and most platforms provide a secure audit trail, protecting agents from fraud and liability. By embracing electronic signatures, independent agents can close deals faster, reduce administrative costs, and increase efficiency and productivity.

IT/Managed Service Provider (MSP)

Catalyit Success Journey Milestones: **Better**

Agencies using a full-service IT/Managed Service Provider (MSP)



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Local IT Service Provider (MSP)	57%	4.4
Managed In-House	7%	4.1
Archway Computer	7%	4.0
Kite Technology	4%	4.6
Redbird Security	2%	4.7
Rhodian Group	1%	5.0
Tri-State Computer Solutions	1%	3.0
Motiva	1%	4.0
Omega Systems	1%	-
TeamLogic	1%	5.0
Other	19%	4.3

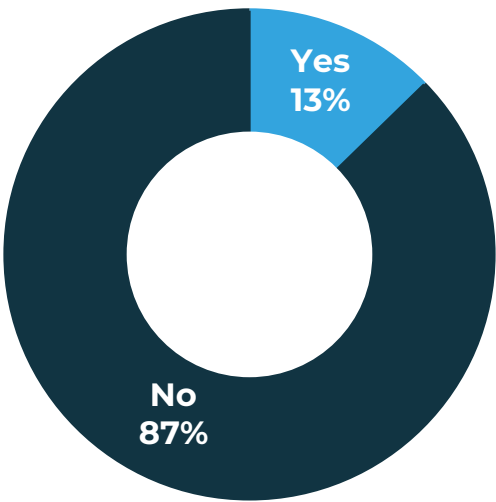
CATALYIT GOES
DEEPER

Agencies depend on hardware, computer systems, and networks daily, making full-service IT/Managed Service Providers (MSPs) essential. MSPs charge a monthly fee for on-demand IT services, network security, and system management. A dedicated MSP ensures quick recovery and uninterrupted work, enabling agencies to concentrate on their core insurance business while the MSP handles their network and computer systems.

Lead Generation

Catalyit Success Journey Milestones: **Best**

Agencies using a lead generation platform/service



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Zywave	26%	3.6
TrustedChoice.com	10%	2.8
Cold Calling Service	10%	4.0
ClientCircle	8%	3.3
ZoomInfo	8%	4.3
LeO	4%	3.0
Startwave	2%	3.0
SALT	2%	-
EZLynx (Applied)	2%	-
Bold Penguin	2%	3.0
Other	26%	3.9

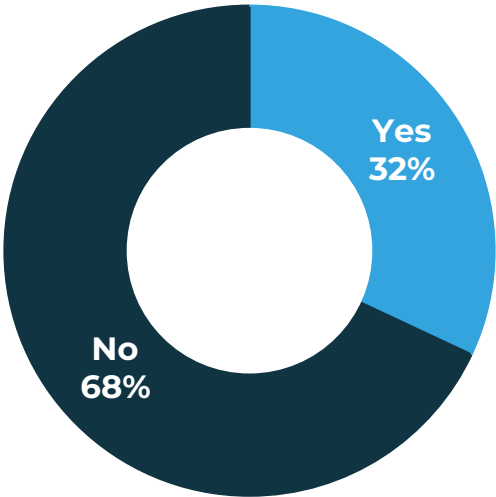
CATALYIT GOES
DEEPER

Zywave and TrustedChoice.com are the top choices for lead generation. Surprisingly, only 10% of agencies still use cold calling services. New players like SALT help automate online leads for personal lines. By leveraging marketing automation platforms with features like lead generation, independent agents can save time, reduce costs, and ultimately grow their business by reaching the right audience with the right message at the right time.

Marketing Automation

Catalyit Success Journey Milestones: **Better**

Agencies using a marketing automation and email platform



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Applied Marketing Automation	18%	4.0
Levitare	15%	4.0
Agency Revolution	13%	4.3
AgencyZoom (Vertafore)	11%	4.3
ClientCircle	9%	3.9
Zywave	8%	3.8
Constant Contact	7%	3.0
Rocket Referrals	4%	4.4
Mailchimp	3%	3.7
QQCatalyst (Vertafore)	1%	3.0
Other	12%	4.3

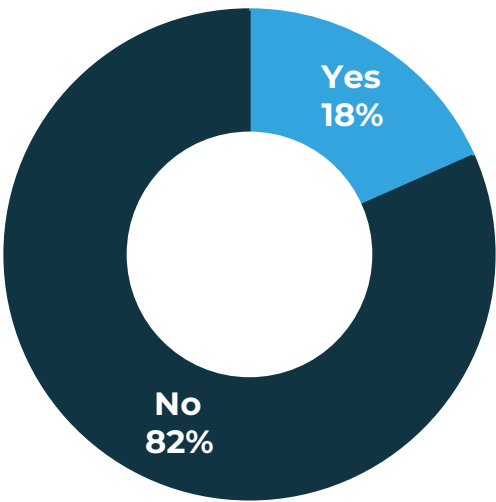
CATALYIT GOES DEEPER

Marketing automation platforms streamline marketing efforts by offering features such as email marketing, social media management, lead tracking, and analytics. These platforms automate repetitive tasks, nurture leads, and measure performance. They enable personalized messaging, audience segmentation, and targeted campaigns. The top platforms in this category include Applied Marketing Automation, Levitate, Agency Revolution, and AgencyZoom (Vertafore). Setting up these platforms will ultimately save time and money, streamlining your marketing efforts and boosting efficiency.

Mobile App

Catalyit Success Journey Milestones: **Best**

Agencies using an agency-branded mobile app



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Applied CSR24	56%	3.9
GloveBox	14%	3.8
Insurance Agent App	13%	4.6
InsurLink (Vertafore)	5%	3.7
QuickVUE	1%	-
Partner XE (Zywave)	1%	3.0
InsuredMine	1%	-
Other	9%	3.0

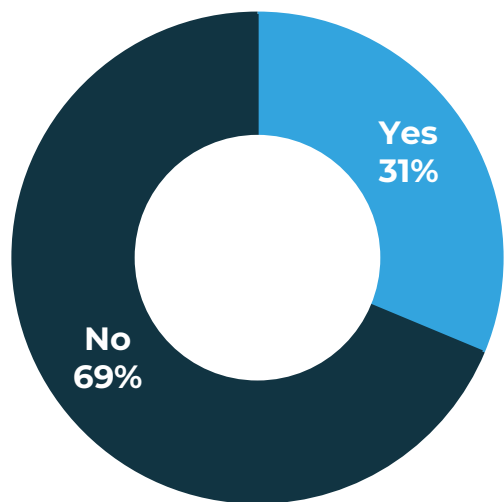
CATALYIT GOES
DEEPER

While 56% of users utilize Applied's CSR24 portal as their mobile-friendly platform, only 18% use a native mobile app. A mobile app provides clients with 24/7 access to certificates, policies, and other important information. Its features include access to policy documents, billing information, claims tracking, and messaging, allowing clients to manage their insurance needs on the go. An agency-branded mobile app is essential for agencies to remain competitive in the digital age, meeting customer expectations for mobile access to information and services.

Online Applications & Forms

Catalyit Success Journey Milestones: **Beyond**

Agencies using an online application or digital forms tool



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Indio (Applied)	26%	4.2
SALT	7%	4.0
Wunderite	7%	4.4
Avyst	4%	3.3
Broker Buddha (Acturis)	3%	3.5
RiskAdvisor	1%	5.0
Canopy Connect	1%	4.0
Other	51%	3.6

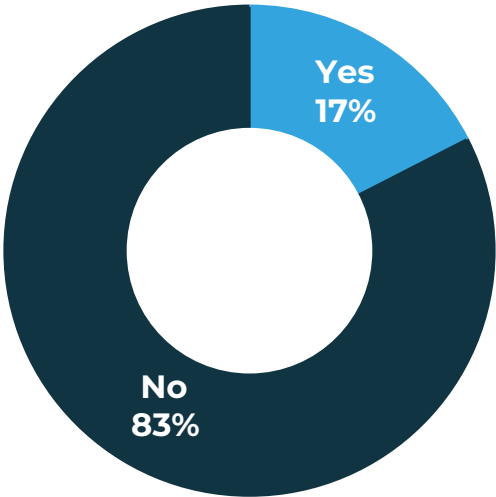
CATALYIT GOES
DEEPER

Agencies need help getting prospects and clients to complete necessary insurance applications and forms. Implementing an electronic form completion process makes this easier for the agency and much better for the client. Indio (Applied) is the current leader with a 26% share. Adding this process is an easy way to enhance your agency's client and prospect experience.

Outsourcing

Catalyit Success Journey Milestones: **Best**

Agencing using an outsourcing (virtual employee) service



(Percentage based on 441 agency responses)

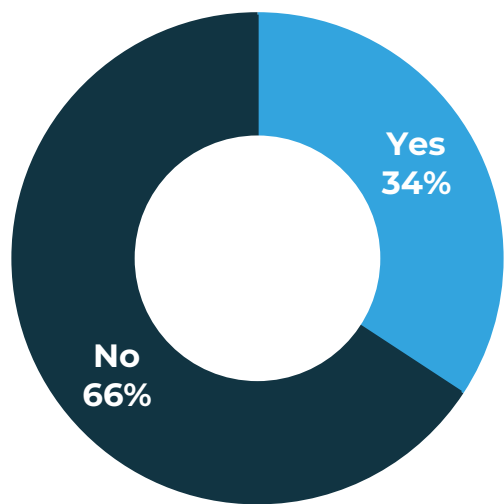
Most Used	% Use	Avg. Rating
ReSource Pro	14%	4.3
Patra	14%	3.8
AgencyVA	11%	4.4
Cover Desk	10%	4.3
Marble Box	8%	4.0
Exdion	4%	4.5
WAHVE	4%	4.0
Elevate Teams	3%	4.5
Edge EA	3%	4.5
Fusion Business Solutions	3%	3.0
Insu serve-1	3%	5.0
Other	25%	4.2

CATALYIT GOES DEEPER

Virtual assistants are gaining popularity as agencies outsource non-core and time-consuming tasks to third-party service providers. This allows agency staff to focus on client engagement. Outsourcing provides access to specialized expertise and services that may not be available in-house, such as accounting, marketing, administrative, or IT support. By outsourcing these tasks, independent agents can reduce operating costs, improve efficiency, and access resources that would otherwise be too expensive or difficult to acquire. There are several popular outsourcing options available for agencies of any size.

Password Manager

Agencies using a password manager



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
LastPass Password Manager	29%	4.4
RoboForm/RoboForm Business	21%	4.5
Keeper Security	12%	4.6
TransactNOW (Vertafore)	7%	3.7
1Password for Business	7%	3.9
Dashlane	5%	4.8
Bitwarden	3%	3.8
Google Password Manager	2%	5.0
NordPass	1%	4.0
Okta	1%	4.5
Other	12%	4.0

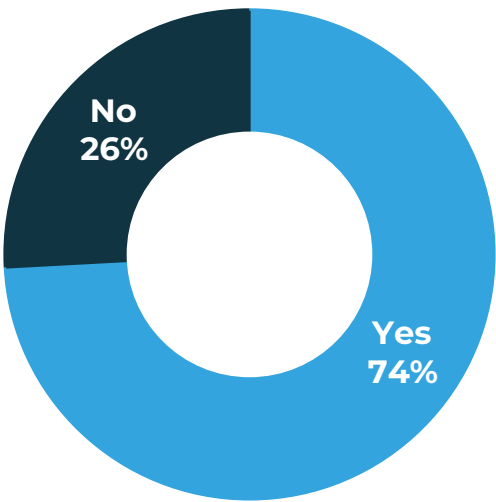
CATALYIT GOES DEEPER

Password managers are becoming increasingly popular for securely managing and storing passwords. Using the same password for multiple accounts can create significant security risks. Password managers enable users to create complex, lengthy passwords as they are saved digitally. While LastPass is widely used, other more secure options are available, such as Bitwarden, RoboForm, Keeper, and 1Password. These tools help reduce security risks and encourage safe password practices.

Phone System

Catalyit Success Journey Milestones: **Baseline**

Agencies using a phone system (e.g., VoIP)



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
RingCentral	15%	3.8
Local Provider	10%	4.1
Lightspeed	7%	4.1
Bridge	7%	3.8
GoToConnect	5%	3.7
Zoom VoIP Phone	4%	4.1
Vonage	4%	3.8
3CX	4%	3.7
Spectrum	3%	3.1
Microsoft Teams Phone	3%	3.0
Other	38%	3.8

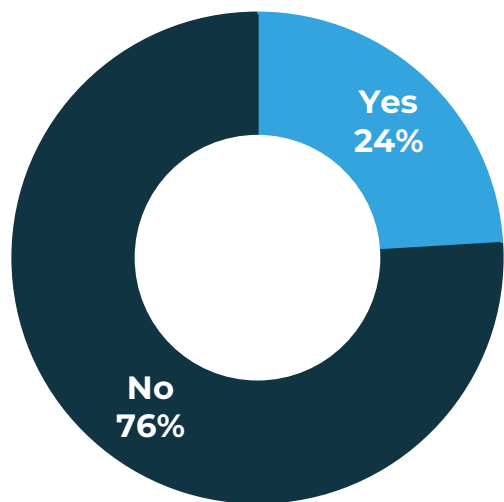
CATALYIT GOES
DEEPER

Phone systems offer numerous features, including dedicated business lines, call routing, voicemail, and call recording, which enhance agents' customer service and call management. Integration with CRMs, quoting platforms, and sales management systems streamline workflows and consolidate client information and call history. RingCentral is a leading provider in the market. Independent agents can improve their professional image and communication by utilizing modern phone systems.

Quoting - Commercial Lines

Catalyit Success Journey Milestones: **Better**

Agencies using a quoting system/rating platform for commercial lines



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Tarmika (Applied)	26%	3.1
Applied Rater	13%	3.9
Semsee	10%	3.9
EZLynx (Applied)	7%	3.3
Bold Penguin	7%	3.0
Commercial Submissions (Vertafore)	5%	3.3
Zywave	4%	4.5
Appulate	4%	3.7
RATE! (NowCerts)	2%	4.0
HawkSoft	2%	4.5
Other	19%	3.5

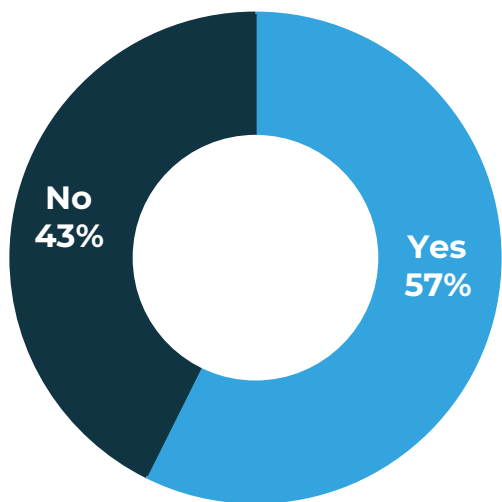
CATALYIT GOES DEEPER

Small commercial quoting platforms significantly reduce the cost of acquiring this class of business. Modern quoting platforms provide tools for tracking quote status and generating follow-up tasks, enabling agents to manage their sales pipeline effectively and close deals. Tarmika (Applied) is the leader in the commercial quoting platform market. New players like QuoteWell are emerging as promising solution providers. Independent agents can save time, reduce errors, and increase sales productivity and revenue using commercial quoting platforms.

Quoting - Personal Lines

Catalyit Success Journey Milestones: **Better**

Agencies using a quoting system/rating platform for personal lines



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
PL Rating (Vertafore)	42%	3.8
EZLynx (Applied)	29%	3.9
Applied Rater	14%	3.6
Epic Quotes (Applied)	4%	3.7
TurboRater	3%	2.8
Silverplume	1%	3.0
QuoteRush	1%	4.0
RiskAdvisor	1%	4.5
Other	6%	3.6

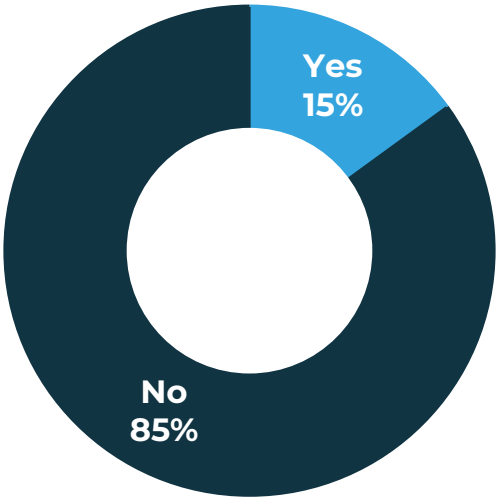
CATALYT GOES DEEPER

Personal lines quoting platforms have been in use for some time. These platforms allow agents to quickly and easily create professional quotes customized to clients' needs and preferences. By providing various templates and customization options, quoting platforms save time, improve accuracy, and enhance the client experience. Additionally, they help agents keep track of issued quotes, monitor pending deals, and establish an effective lead follow-up process. The top 3 personal lines quoting platforms are PL Rating (Vertafore), EZLynx (Applied), and Applied Rater/Epic Quotes, with 89% of respondents using one of these tools.

Reputation Management

Catalyit Success Journey Milestones: **Best**

Agencies using a reputation management platform/service (e.g., for managing customer reviews)



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
ClientCircle	25%	4.4
Agency Revolution	18%	3.7
AgencyZoom (Vertafore)	13%	4.3
Podium	5%	4.3
Lift Local	3%	5.0
Klout 9	2%	4.0
Experience.com	2%	5.0
BrightFire	2%	3.0
Birdeye	2%	4.0
InsuredMine	2%	5.0
Other	27%	4.5

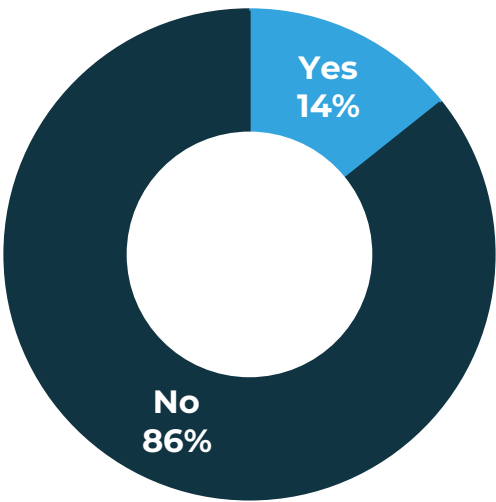
CATALYIT GOES DEEPER

Reputation management, often overlooked, is crucial for driving website traffic and maximizing search engine optimization (SEO). These solutions help agents monitor and manage their online reputation and brand image by tracking business mentions across social media channels, review sites (Google Reviews), and search engine results. They ensure a timely response to feedback and offer tools to generate positive reviews from satisfied customers. By leveraging these systems, agents can protect their online reputation, create a strong brand image, and significantly boost business success, providing a reassuring sense of effectiveness.

Sales Management

Catalyit Success Journey Milestones: **Best**

Agencies using a sales management platform/service



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Salesforce	22%	3.6
AgencyZoom (Vertafore)	21%	4.3
Applied Epic	19%	4.5
EZLynx (Applied)	5%	3.5
InsuredMine	3%	3.5
Monday	2%	5.0
b atomic!	2%	4.0
HubSpot	2%	5.0
Agency Revolution	2%	5.0
Other	22%	4.1

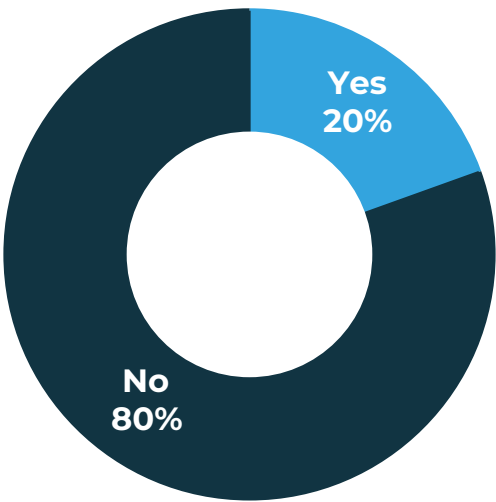
CATALYIT GOES DEEPER

Only 14% of respondents use a sales (producer) management platform. Salesforce, AgencyZoom (Vertafore), and Applied Epic are the most popular choices for those that do. These platforms improve sales processes, efficiency, and deal-closing effectiveness by providing features such as lead tracking, contact management, sales pipeline management, and reporting. This enables agency management to monitor and track sales activities and prioritize efforts, ultimately leading to improved sales performance and more closed deals.

Social Media Management

Catalyit Success Journey Milestones: **Best**

Agencies using a social media management tool



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Levitte	12%	4.4
Hootsuite	9%	3.7
Local Firm	7%	3.6
ClientCircle	6%	4.2
Agency Revolution	6%	4.2
Little Dog	2%	2.5
Buffer	2%	4.5
BrightFire	2%	4.0
Rocket Referrals	2%	4.0
Social Jazz	1%	5.0
Lift Local	1%	5.0
Other	47%	4.1

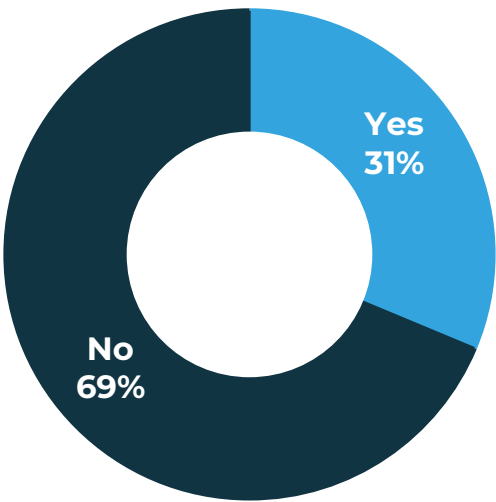
CATALYIT GOES DEEPER

These platforms streamline social media marketing and efficiently manage online presence across multiple channels. They often offer content scheduling, post automation, analytics, and engagement tracking, helping agents save time and increase visibility. Social media management platforms also help agents monitor and respond to customer inquiries and build relationships with their audience. Levitate, Hootsuite, ClientCircle, and Agency Revolution are the top four social media management platforms for independent agents.

Text Messaging

Catalyit Success Journey Milestones: **Best**

Agencies using a text messaging platform



(Percentage based on 441 agency responses)

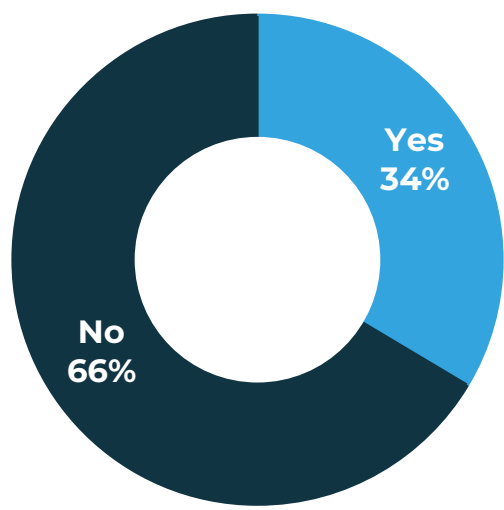
Most Used	% Use	Avg. Rating
Applied Epic	14%	3.6
RingCentral	12%	4.1
EZLynx (Applied)	11%	4.2
AMS360 (Vertafore)	9%	4.4
Bridge	7%	3.9
HawkSoft	6%	4.1
Lightspeed	5%	3.5
Podium	4%	4.6
AgencyZoom (Vertafore)	3%	4.0
Levitate	3%	4.3
Other	28%	4.1

CATALYIT GOES
DEEPER

Approximately one-third of agency respondents utilize text messaging as a marketing strategy. Text messaging platforms enable agents to send and receive messages from computers or mobile devices, respond to inquiries, schedule appointments, and send real-time reminders. These platforms also facilitate sending targeted messages to specific client groups, thereby improving the effectiveness of marketing campaigns. Independent agents can use text messaging platforms to improve responsiveness and customer service. Applied Epic, EZLynx (Applied), and AMS360 (Vertafore) enable streamlined texting workflows. Federal and state regulations are continuously evolving to keep pace with market and technological advancements, making it crucial to ensure that your agency remains compliant.

Training

Agencies using a training platform



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Total CSR	56%	4.4
IIANC InsureAcademy	2%	5.0
New Level Partners	1%	5.0
NetVU New Hire Program	1%	4.0
Other	40%	4.2

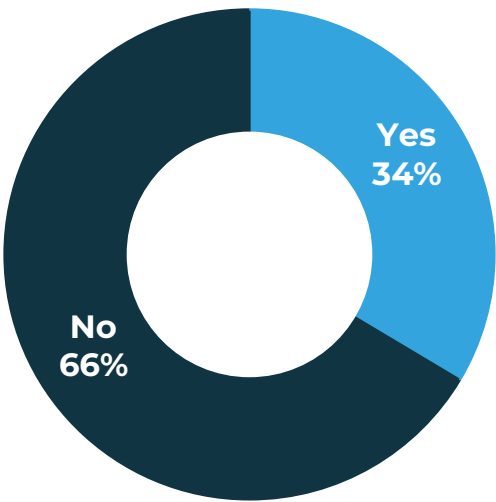
CATALYTIT GOES DEEPER

One of the top concerns for agencies is finding, hiring, and retaining the necessary staff. Hiring someone with insurance experience can be challenging, especially if the agency needs a training program. Total CSR addresses this issue by providing agencies with a predefined training program to help new hires with little to no experience get up to speed faster than they would on their own. This also helps to reduce the training burden on the agency.

Video Conferencing

Catalyit Success Journey Milestones: **Baseline**

Agencies using a video conferencing platform



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Microsoft Teams	50%	4.4
Zoom	32%	4.4
RingCentral	6%	3.4
GoTo Meeting	4%	2.8
Webex	3%	3.5
Bridge	1%	5.0
Google Meets	1%	4.0
Vonage	1%	4.0
Other	1%	5.0

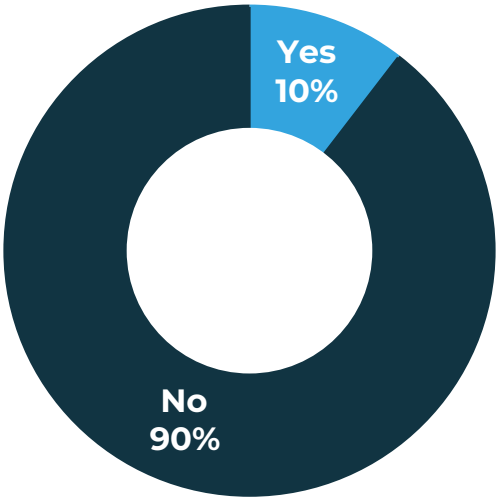
CATALYIT GOES DEEPER

Microsoft Teams has increased its market share lead over Zoom as many companies have transitioned to the cloud and now utilize Microsoft 365, which includes Teams Video. This transition exemplifies the importance of monitoring your tech stack and eliminating redundant platforms. Why pay for Zoom when the same capability is included in Teams? Independent agents can broaden their reach, improve efficiency, and provide a more personalized, engaging experience for clients and prospects by utilizing video conferencing platforms.

Website ADA Compliance

Catalyit Success Journey Milestones: **Better**

Agencies using an ADA compliance widget on your website



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Included with Website Provider	56%	4.3
UserWay	9%	5.0
Accessibly	7%	4.7
Neilson Marketing Services	2%	3.0
Other	26%	4.2

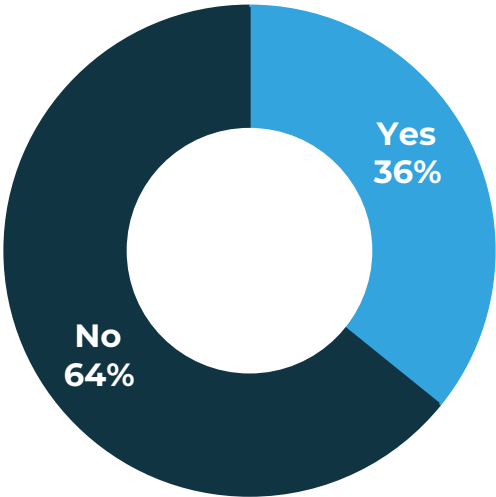
CATALYIT GOES DEEPER

Ensuring the agency website is ADA-compliant is important for two reasons: 1) it makes your agency more friendly to individuals with disabilities, and 2) it helps prevent attorneys from trying to extort money from the agency for not being ADA-compliant. A widget allows visitors to select how to best interact with your website.

Website Development

Catalyit Success Journey Milestones: **Better**

Agencies using a website development or management firm



(Percentage based on 441 agency responses)

Most Used	% Use	Avg. Rating
Local Firm	25%	4.0
Agency Revolution/Forge3	19%	4.3
Zywave	5%	4.2
Banyan Theory	5%	4.8
Advisor Evolved	4%	4.8
BrightFire	3%	4.6
Developed/Managed In-House	3%	4.0
InsuranceSplash	1%	4.5
Alicor Solutions	1%	2.5
EZLynx Agency Websites (Applied)	1%	-
Agency Relevance	1%	5.0
Other	32%	3.7

CATALYIT GOES DEEPER

Most agents use local firms for website development. Nationally, Agency Revolution and its new subsidiary, Forge3, hold a significant market share. Website development firms offer customized solutions tailored to agents' needs, such as lead generation, brand awareness, or online sales. They also provide ongoing maintenance and support to keep websites updated and secure. Independent agents can establish a strong online presence using website development firms, enhance credibility and reputation, and attract and retain more clients.

What Does The Data Tell Us?



💡 Overall, there has not been any significant improvement in an agency's use of technology from last year's report.

💡 “Getting the most out of the tool” remains a significant challenge for agencies. This highlights the problem of technological redundancy and staff change management. We recommend agencies evaluate their technology stack for overlapping functions and gaps to maximize technology utilization.

💡 Few agencies see Generative AI (GenAI) as a significant new technology. However, at Catalyit, we strongly believe it will significantly impact agency operations and profitability, surpassing the influence of any other technology in the last 15 years. **Pay close attention to Generative AI.**

💡 Since 2022, 16% more agencies have increased their use of **Marketing Automation** platforms. These platforms are utilized for email and text marketing, prospecting, client retention, pre-renewal processes, cross-selling, and up-selling.

💡 Reputation Management tools have shown a slight increase from last year's report. **Implementing a reputation management strategy** can help agencies generate online customer reviews, which can drive more traffic to their websites for additional information.

💡 **Cybersecurity is a major vulnerability**, especially when employees are busier than ever in a hard market, making humans more prone to mistakes. A phishing email or social engineering scam that nobody would typically fall for may become successful because we are human! It's important to understand that your IT/MSP is probably not the same as a cybersecurity consultant specializing in cyber risks versus day-to-day computer and technology issues.

💡 Data Analytics tools should be utilized more. With more strategic insights, agencies can **make more informed business decisions** that improve overall efficiency and performance.

💡 Development and use of Commercial Lines Quoting/Rating platforms continue to grow, with 24% of respondents using at least one of these solutions. As the number of carriers and lines of business increases, **adoption will continue to grow.**

Agency Satisfaction with Carrier Technology Support

INSIGHTS

Insurance company partners are an important part of an agency's technology journey. Catalyt wanted to gauge agents' perception of how well these partners support them. Agents were asked to list their top three carriers by premium volume and rate them (1 to 5 stars) based on three criteria. We included insurance companies with five or more responses. Catalyt's hope is that insurance companies will continue to improve their technology solutions to make it easier for agents to place business and provide exceptional customer service.

Carrier (alphabetically)	They are forward-thinking.	They provide the tools I need to maximize efficiency.	They are easy to do business with.	Avg. Overall
Acuity Insurance	4.7	4.5	4.8	4.7
Allstate Insurance	3.0	2.9	2.9	2.9
AmTrust Insurance	3.9	3.7	3.6	3.7
Auto-Owners Insurance	3.9	3.9	4.2	4.0
Chubb	4.0	3.8	3.7	3.8
Cincinnati Insurance	4.1	3.9	4.1	4.0
CNA	3.3	3.5	3.5	3.4
EMC Insurance Companies	3.7	3.9	3.7	3.8
Encompass Insurance	3.3	3.1	3.3	3.2
Erie Insurance	4.2	4.0	4.4	4.2
Farmers Insurance	4.0	4.0	4.2	4.1
FCCI Insurance Group	3.6	2.6	3.6	3.3
Foremost Insurance	3.7	3.4	3.5	3.5
Frontline Insurance	4.2	4.2	4.3	4.2
Germania Insurance	3.5	3.7	4.3	3.8
Liberty Mutual	3.9	3.5	3.7	3.7
LWCC	4.4	4.3	4.4	4.4
Main Street America	3.4	3.1	3.3	3.3
Merchants Insurance Group	3.8	3.3	3.7	3.6
Mercury Insurance	4.4	3.8	4.2	4.1
National General	3.5	3.4	3.5	3.5
Nationwide	3.1	3.0	2.6	2.9
NYCM Insurance	4.0	3.9	4.4	4.1
Pekin Insurance	3.2	2.6	2.3	2.7
Plymouth Rock Assurance	4.3	4.0	4.3	4.2
Preferred Mutual Insurance Company	3.8	3.3	3.9	3.6
Progressive	4.5	4.4	4.3	4.4
PURE Insurance	4.4	3.8	3.6	3.9
Safeco	4.2	4.2	3.9	4.1
SageSure	4.7	4.7	4.6	4.7
Selective Insurance	4.1	3.9	4.0	4.0
Texas Mutual	4.0	4.2	4.6	4.3
The Hanover Insurance Group	4.0	3.9	3.9	3.9
The Hartford	4.3	4.2	4.2	4.2
Tower Hill Insurance	4.0	3.4	4.0	3.8
Travelers	4.0	4.0	3.9	4.0
Utica National Insurance Group	3.8	3.7	3.8	3.8
West Bend Insurance Company	4.2	3.9	4.3	4.1

Agency Satisfaction with Carrier Technology Support

INSIGHTS

Insurance company partners are an important part of an agency's technology journey. Catalyt wanted to gauge agents' perception of how well these partners support them. Agents were asked to list their top three carriers by premium volume and rate them (1 to 5 stars) based on three criteria. We included insurance companies with five or more responses. Catalyt's hope is that insurance companies will continue to improve their technology solutions to make it easier for agents to place business and provide exceptional customer service.

Carrier (by Avg. Overall Rating)	They are forward-thinking.	They provide the tools I need to maximize efficiency.	They are easy to do business with.	Avg. Overall
SageSure	4.7	4.7	4.6	4.7
Acuity Insurance	4.7	4.5	4.8	4.7
Progressive	4.5	4.4	4.3	4.4
LWCC	4.4	4.3	4.4	4.4
Texas Mutual	4.0	4.2	4.6	4.3
The Hartford	4.3	4.2	4.2	4.2
Frontline Insurance	4.2	4.2	4.3	4.2
Plymouth Rock Assurance	4.3	4.0	4.3	4.2
Erie Insurance	4.2	4.0	4.4	4.2
Mercury Insurance	4.4	3.8	4.2	4.1
West Bend Insurance Company	4.2	3.9	4.3	4.1
NYCM Insurance	4.0	3.9	4.4	4.1
Safeco	4.2	4.2	3.9	4.1
Farmers Insurance	4.0	4.0	4.2	4.1
Cincinnati Insurance	4.1	3.9	4.1	4.0
Selective Insurance	4.1	3.9	4.0	4.0
Auto-Owners Insurance	3.9	3.9	4.2	4.0
Travelers	4.0	4.0	3.9	4.0
The Hanover Insurance Group	4.0	3.9	3.9	3.9
PURE Insurance	4.4	3.8	3.6	3.9
Germania Insurance	3.5	3.7	4.3	3.8
Chubb	4.0	3.8	3.7	3.8
Tower Hill Insurance	4.0	3.4	4.0	3.8
Utica National Insurance Group	3.8	3.7	3.8	3.8
EMC Insurance Companies	3.7	3.9	3.7	3.8
AmTrust Insurance	3.9	3.7	3.6	3.7
Liberty Mutual	3.9	3.5	3.7	3.7
Preferred Mutual Insurance Company	3.8	3.3	3.9	3.6
Merchants Insurance Group	3.8	3.3	3.7	3.6
Foremost Insurance	3.7	3.4	3.5	3.5
National General	3.5	3.4	3.5	3.5
CNA	3.3	3.5	3.5	3.4
FCCI Insurance Group	3.6	2.6	3.6	3.3
Main Street America	3.4	3.1	3.3	3.3
Encompass Insurance	3.3	3.1	3.3	3.2
Allstate Insurance	3.0	2.9	2.9	2.9
Nationwide	3.1	3.0	2.6	2.9
Pekin Insurance	3.2	2.6	2.3	2.7



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