Keynova Group – Small Commercial Insurance Scorecard Overview

OVERVIEW
Keynova’s SMALL COMMERCIAL INSURANCE SCORECARD is a fact-based, customer experience benchmark evaluating the digital capabilities of carriers supporting small business insurance policy types such as BOP (Business Owners Policy), Property, Liability, Workers Compensation, and Commercial Auto insurance. Results enable providers to identify opportunities to deliver a best-in-class digital user experience to small business prospects and customers.

CARRIERS BENCHMARKED
Ten of the largest carriers offering small business insurance in the U.S. are reviewed, including ALLSTATE, CHUBB, GEICO, HISCOX, LIBERTY MUTUAL, NATIONWIDE, PROGRESSIVE, STATE FARM, THE HARTFORD, and TRAVELERS.

APPROACH
Scorecard assessments are based on compiled research, proven best practices, and expert observations of digital capabilities employing:

- Active customer accounts and customer support channels
- Customer acquisition journeys and onboarding
- Secondary research and industry interviews.

SCORING
The SMALL COMMERCIAL INSURANCE SCORECARD uses a weighted matrix of nearly 300 objective criteria grouped and weighted by Category and Task as shown at the right.

RELEASE SCHEDULE
October 2022; Next edition in 2023