

# 2016 Allstate Agent Satisfaction Survey Results

Madison, Wis. (May 9, 2016) – Nearly 1,800 Allstate agents participated in a recent national survey conducted by the National Association of Professional Allstate Agents, Inc. (NAPAA). The survey was created to measure agent satisfaction levels at Allstate, and to identify the most pressing issues currently facing agents in their businesses.

NAPAA is a non-profit professional trade organization based in Madison, Wisconsin. In addition to providing Allstate agents with reliable communication and offering a host of educational resources for members, NAPAA further serves its members by advocating on their behalf. This survey has allowed nearly 20 percent of the Allstate agency force to express their concerns to Allstate management with a unified voice.

The survey revealed the following key measurements:

## Commissions and Bonus

- 90% of responding agents are not happy with the base commission rate of 9/9 percent,
- 85% do not believe the IPS quota is a fair qualifier to achieve variable compensation.
- When asked if the P&C bonus was achievable and fair regardless of agency size, 85% disagree.

## General Concerns

Agents expressed the highest levels of concern (*moderate or a great deal of concern*) over the following issues:

- 89% – Line 10 Auto - recent rate activity and underwriting restrictions.
- 87% – Price optimization – Complimentary Group Rating
- 84% – Variable P&C commissions
- 83% – IPS requirements
- 83% – Agency bonus

## Technology

The company fared better in the area of technology, where the large majority of respondents ranked technology processes for personal lines and life policies (policy view, endorsements and new business applications) as adequate or efficient. However, commercial lines technology was rated slow/cumbersome by a large majority of respondents.

## Overall Satisfaction

While Allstate has room for improvement on many specific issues, the overall level of agent satisfaction has improved when compared to the last agent satisfaction survey conducted by NAPAA in 2012. Three identical questions regarding the company's relationship with its agents appeared on both surveys. By comparison:

In 2012,

- 73% of respondents were "*not very*" or "*not at all*" satisfied with their relationship with Allstate.
- 85% were either "*not likely*" or "*would recommend against it*" when asked if they would be willing to refer a friend or relative to become an Allstate agent.

In 2016

- 47% of respondents were "*not very*" or "*not at all*" satisfied with their relationship with Allstate.
- 66% were either "*not likely*" or "*would recommend against it*" when asked if they would be willing to refer a friend or relative to become an Allstate agent.

Perhaps the most improved result from the 2012 survey was the number of agents planning to stay with the company: "*If you plan to continue your career as an insurance agent, how likely is it that you will remain with Allstate?*"

- In 2012, 34% of agents were "*very*" or "*somewhat*" likely to stay, and 31% were unsure.
- In 2016, 76% of respondents are "*very*" or "*somewhat*" likely to remain with the company, and only 7% are unsure of their plans.

## **Demographics**

By our estimate, there are currently about 10,350 agencies; approximately 3,500 (34%) have been with Allstate less than four years.

The survey was open to all active Allstate agency owners, and there were plenty of opportunities to participate. After removing duplicate email addresses for agents with more than one location, invitations were sent to approximately 8,900 allstate.com email addresses. The survey was open for seven weeks, during which time additional reminder emails and notices were published. We encouraged all agents to participate.

1,792 agents responded to the survey, with agent tenure as follows: 29% five years or less with Allstate; 41% five to 20 years; and 30% more than 20 years.

The survey was anonymous, but 22% responded yes when questioned about membership in NAPAA.

Survey participants wrote more than 1,200 open ended comments, which will be published on our website advocacy pages.

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