

How to Vet Insurtechs

By Jason Walker

Terms like InsurTech and IndieTech are used wildly and carry with them both positive and negative connotations. For agents, the terms create a mixed bag of opportunity and fear. Industry educators are heightening the conversation through information overload, stating that you must take part in the tech movement now. Many insurtechs exacerbate the discussion, trade high-fives, build each other's egos, and never get beyond suggestive language that leads to measurable execution. This leaves the agent stranded in a world of hyperbole.

How do you know if a solution is legitimate and the right choice for your business needs? We have compiled a list of four critical questions to ask solutions providers that claim to support your goals.

- Are you real?
- Do your customers love you?
- Is your product legit?
- Are you secure and stable?

Begin the Exploration

You want to avoid vaporware and a good sales pitch. "Cart before horse" is a common phrase used by product companies that want to judge whether they even have a viable idea. Therefore, you see a pretty demo full of slides and multiple browser tabs to paint a comprehensive picture of a "finished" solution. Instead, seek a company presentation that explains the company value proposition, plans, and benefits to the agency market. This overview can be reused by the agency when socializing the company with staff members. In addition, ask for an employee census that demonstrates viability and scalability of the organization and outlines stakeholders that will collaborate with the agency.

Also, demand a live demonstration in the insurtech's sandbox or production environment. This can be accomplished through a scheduled virtual or in-person meeting that walks through a seamless and continuous example of the beginning to end workflow for the product. There should be ample room for Q&A to provide context and clarity. The intent is to see the solution in action and determine what is complete and what is remaining. This approach creates conversation about the product's possibilities so your agency is armed with talking points and understands current limitations.

Finally, request and review customer case studies. Customer case studies from Beta and production agency customers complete with descriptions of their challenges, solutions, and objective results will empower your agency with real-world examples of like-minded professionals. These proof points help to instill confidence in the product and its mission.

Your goal state should be actionable and advance an A-to-Z prescription of solutions which support the agent + customer value chain. Invite willing tech providers to dismiss egos and admit their strengths and weaknesses so they ultimately drive a human + automation workflow that begins with prospecting and ends with policy renewals, empowering everything else in between. Insurtechs must be honest and





agents must accept flaws. Neither party is perfect, but together collaboration ultimately produces the right business solutions.