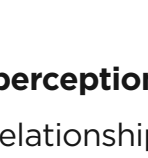


It's no surprise that the pandemic altered the way we work. The most recent Nationwide Agency Forward[®] survey¹ explores the future of work, how the pandemic impacted agents and agencies, and the challenges and benefits of a changing work environment.



Client relationship management was difficult during the pandemic. And while there's been improvement, it's still not back to pre-pandemic levels.

Producers and customer service reps' perception of the pandemic business landscape

The pandemic added stress to agents' relationships with existing and potential customers and disrupted information sharing within agencies. The survey showed that:

83% Said identifying new leads was a challenge during the height of the pandemic

78% Said the ability to maintain strong relationships with existing clients was a challenge during the height of the pandemic

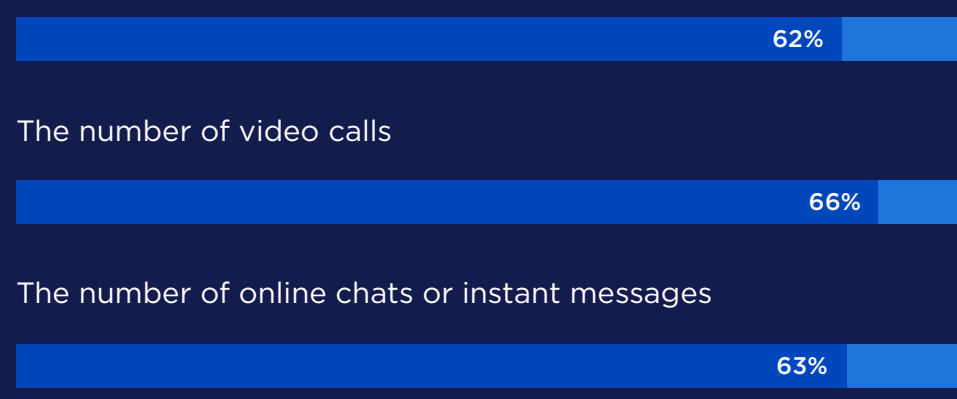
67% Said shifting to remote work made it more difficult to share information with others in the agency

The figures show the percentage of agreement among those who've ever worked in a remote or hybrid setting.

Challenges with customer relationship management according to producers and CSRs

Interacting with customers was a serious challenge during the pandemic; while relationship management has gotten easier, it is still more difficult than pre-COVID.

■ Moderately challenging ■ Extremely challenging

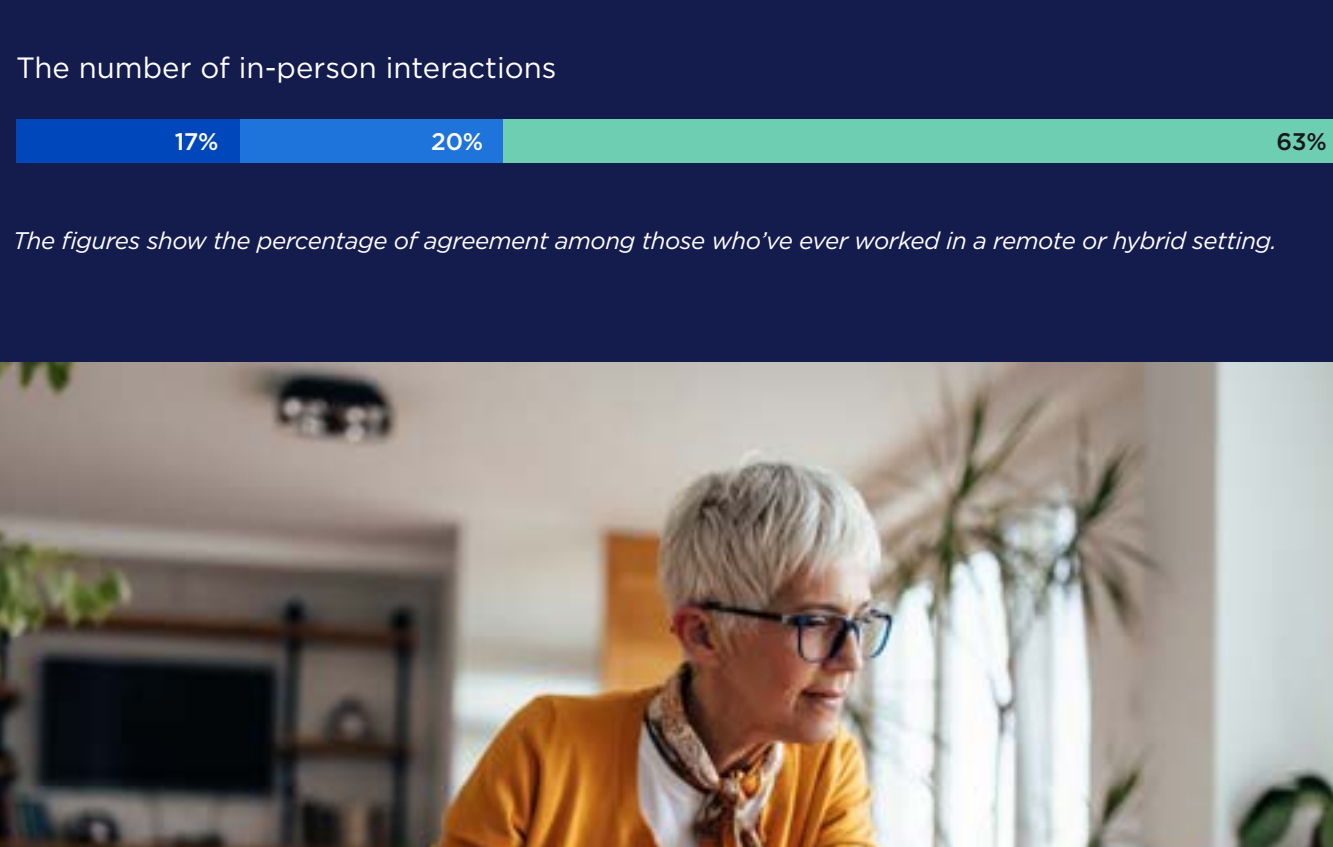


The figures show the percentage of agreement among those who've ever worked in a remote or hybrid setting.

Pandemic impact on customer communication according to producers and CSRs

Customer communications changed during the pandemic and became increasingly digitized.

■ Increased ■ Stayed the same ■ Decreased

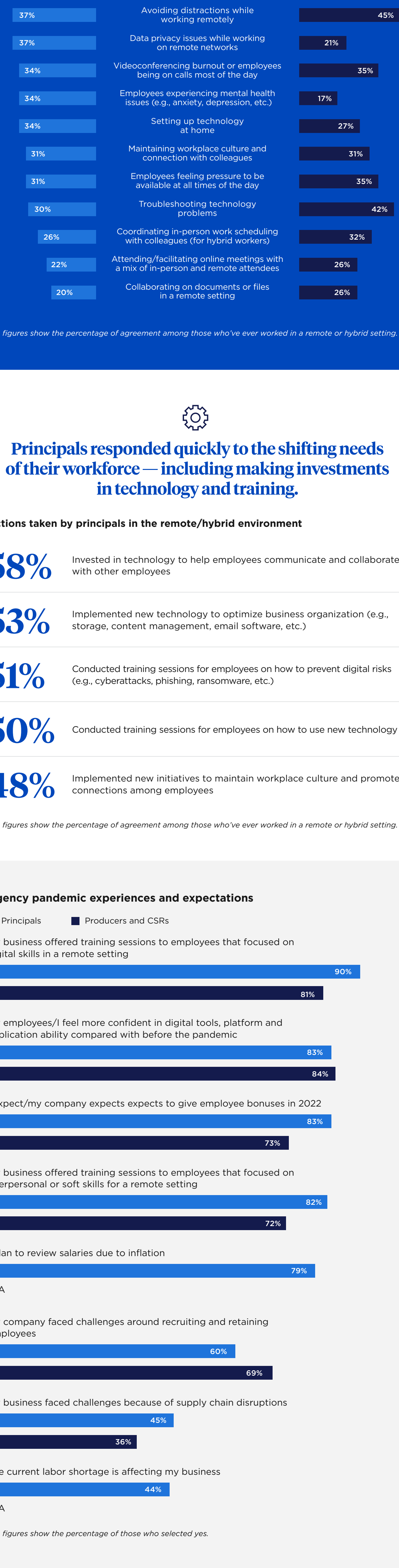


The figures show the percentage of agreement among those who've ever worked in a remote or hybrid setting.



There were key differences in what principals thought were challenges for producers and CSRs versus what producers and CSRs viewed as their top challenges.

■ Principals ■ Producers and CSRs



The figures show the percentage of agreement among those who've ever worked in a remote or hybrid setting.



Principals responded quickly to the shifting needs of their workforce — including making investments in technology and training.

Actions taken by principals in the remote/hybrid environment

58% Invested in technology to help employees communicate and collaborate with other employees

53% Implemented new technology to optimize business organization (e.g., storage, content management, email software, etc.)

51% Conducted training sessions for employees on how to prevent digital risks (e.g., cyberattacks, phishing, ransomware, etc.)

50% Conducted training sessions for employees on how to use new technology

48% Implemented new initiatives to maintain workplace culture and promote connections among employees

The figures show the percentage of agreement among those who've ever worked in a remote or hybrid setting.

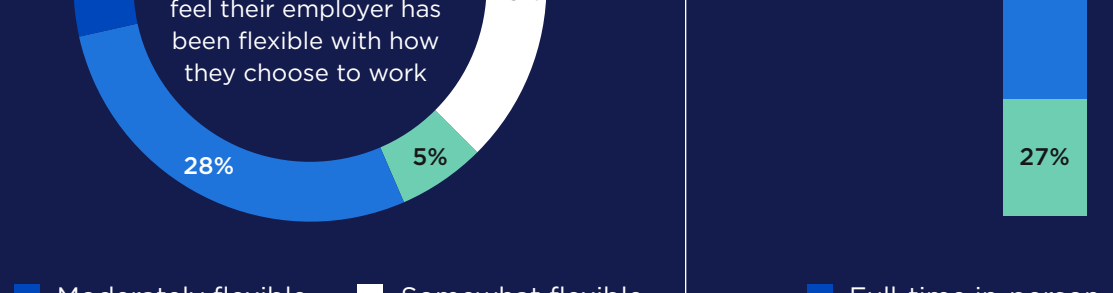
Agency pandemic experiences and expectations

■ Principals ■ Producers and CSRs

My business offered training sessions to employees that focused on digital skills in a remote setting



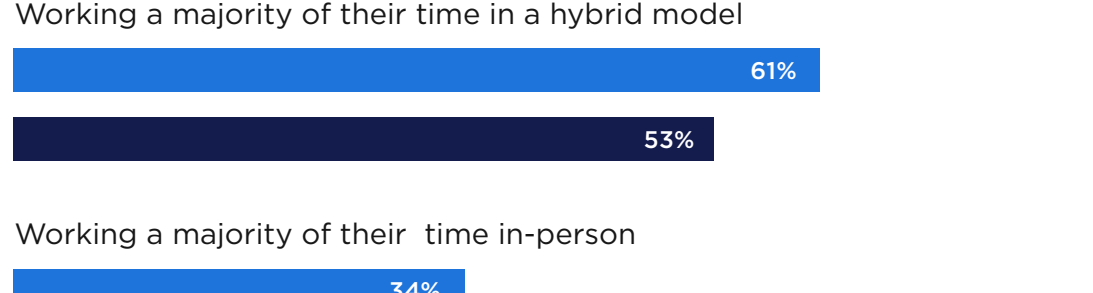
My employees/I feel more confident in digital tools, platform and application ability compared with before the pandemic



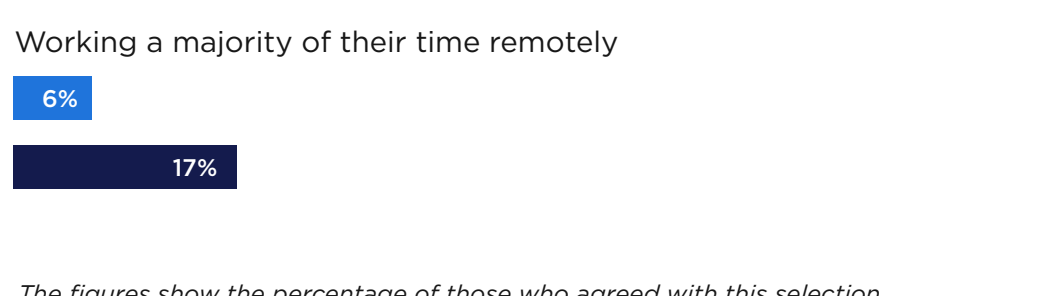
I expect/my company expects expects to give employee bonuses in 2022



My business offered training sessions to employees that focused on interpersonal or soft skills for a remote setting



I plan to review salaries due to inflation



My company faced challenges around recruiting and retaining employees



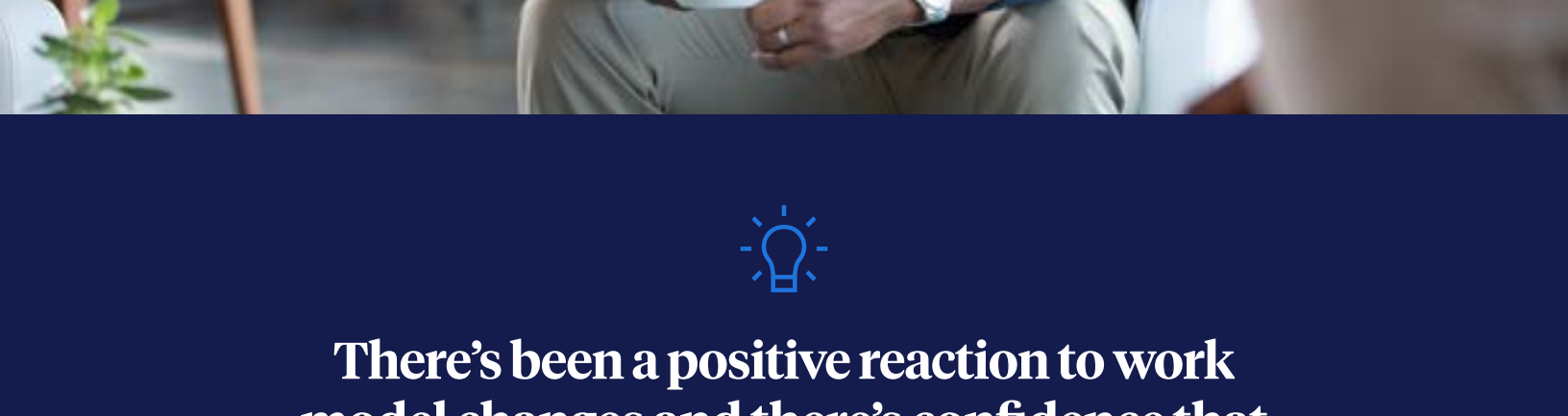
My business faced challenges because of supply chain disruptions



The current labor shortage is affecting my business



The figures show the percentage of those who selected yes.

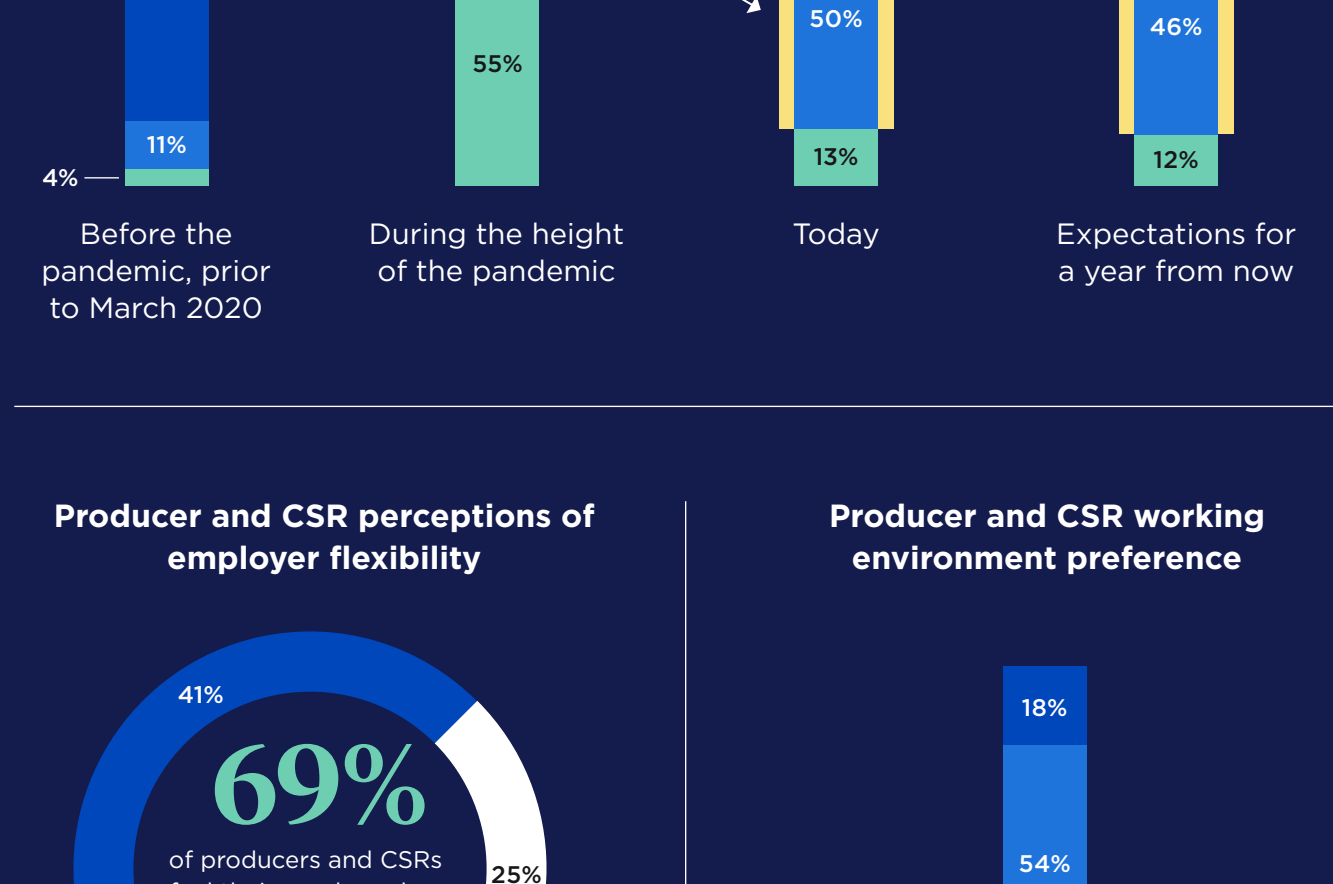


There's been a positive reaction to work model changes and there's confidence that the insurance industry will adapt.

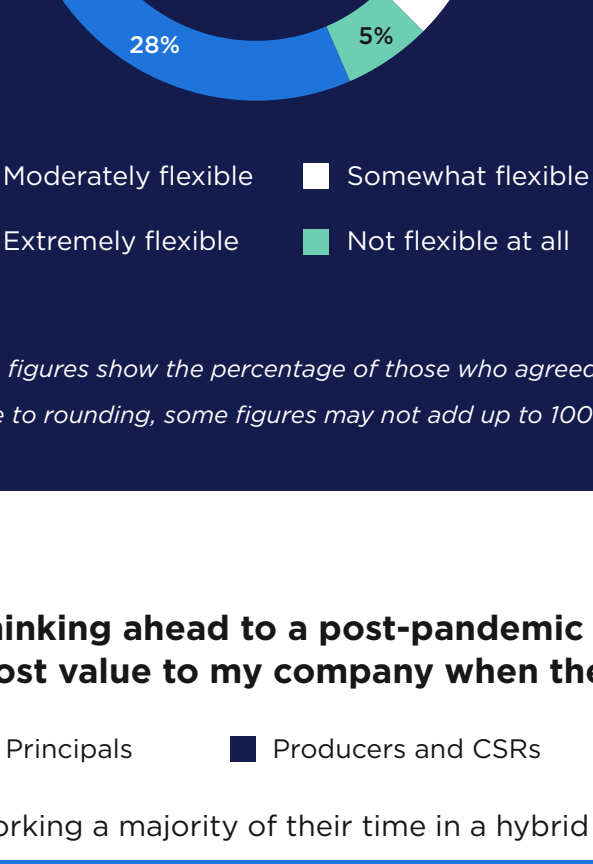
Producers and CSRs perceptions of work status past, present and future

Half of producers and CSRs today report operating in a hybrid work model, up from 1 in 4 during the height of the pandemic.

■ Full-time in-person ■ Hybrid ■ Full-time remote

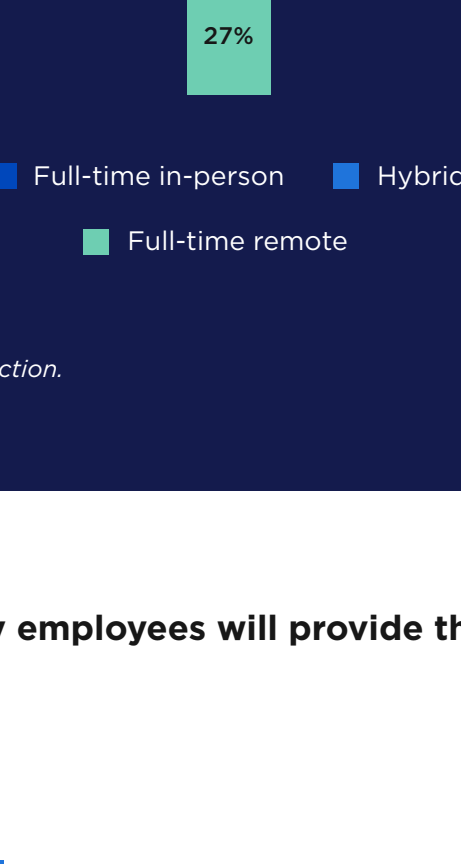


Producer and CSR perceptions of employer flexibility



■ Moderately flexible ■ Somewhat flexible ■ Extremely flexible ■ Not flexible at all

Producer and CSR working environment preference



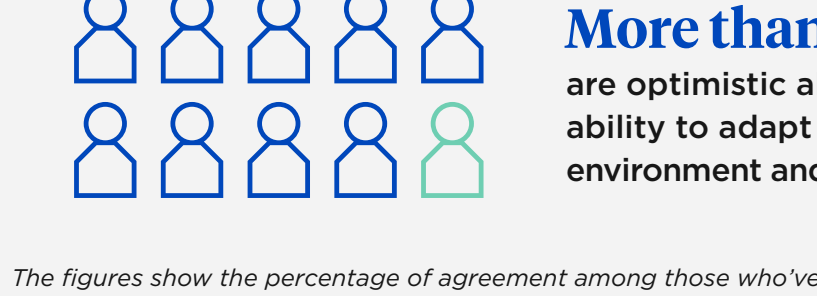
■ Full-time in-person ■ Hybrid ■ Full-time remote

The figures show the percentage of those who agreed with this selection.

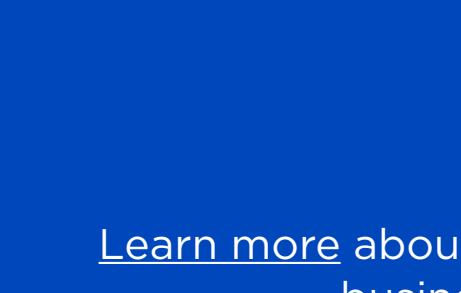
Due to rounding, some figures may not add up to 100%.

Thinking ahead to a post-pandemic world, my employees will provide the most value to my company when they're ...

■ Principals ■ Producers and CSRs



Working a majority of their time in-person



Working a majority of their time remotely



The figures show the percentage of those who agreed with this selection.



More than 9 out of 10 agents are optimistic about the insurance industry's ability to adapt to a post-pandemic environment and about the future of their firm

The figures show the percentage of agreement among those who've ever worked in a remote or hybrid setting.



Learn more about what the future of work looks like for business owners and employees.

[1] "Nationwide Agency Forward" Future of Work" study (March 2022).

Survey Methodology: Nationwide and Edelman Data & Intelligence conducted a national online survey of 1,000 U.S. employees in an office setting, 400 independent insurance agents, 400 middle-market business owners and 399 small-business owners to understand what employment and workplace shifts are happening and provide unique expertise to help them navigate this new work environment. The study was conducted from February 1 - 20, 2022.

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