

Top Reasons to Sell IntelliDrive®

1 Grow more with IntelliDrive. A LexisNexis® study* on usage-based insurance (UBI) found that a surprising number of U.S. drivers (50%) report enrolling in telematics programs when offered, yet few are given the choice, revealing a significant market-building opportunity for you.

2 Enhance your unique value proposition. Prospects and customers often ask about ways to keep their auto premiums down. Reinforce your “trusted advisor” positioning. When quoting Travelers auto insurance, recommend *IntelliDrive* to responsible drivers who are comfortable using their smartphones. Customers could see savings of up to 30%.**

3 IntelliDrive is a great value for your customers. Historically, two out of three customers enrolled in *IntelliDrive* are receiving savings.***

4 Improve your conversion rate. *IntelliDrive* enables you to provide a more competitive quote. The result: Agents who promote *IntelliDrive* tend to see better conversion rates.

5 Improve customer satisfaction. Customer satisfaction increases for good drivers who participate in UBI programs and receive discounts.

6 Retain more customers. Drivers who have demonstrated safe driving over a period of time to obtain better rates are less likely to switch to another agency where they would need to prove themselves again.

7 Provide your customers with driver coaching. *IntelliDrive* provides valuable feedback and can improve driving behavior.

8 Your customers are in control. Customers can opt out of *IntelliDrive* within the first 45 days with no premium impact other than the loss of the enrollment discount. (In Kansas, customers can opt out within 90 days and in Montana, customers can opt out at any time.)

9 The demand for usage-based insurance is growing. Increased interest from consumers between the ages of 45 and 64 may offer you a new target market for UBI offerings.*

10 Travelers makes it easy to promote IntelliDrive. To help you attract more *IntelliDrive* customers we offer eCards, social posts, video and a complete campaign.

Post the consumer-facing *IntelliDrive* video on your Facebook page and website. Go to Travelers.com/IntelliDriveForAgents to learn more.

*LexisNexis® 2016 Usage-Based Insurance Study

**Please note that safe driving habits can lead to savings, while riskier driving habits may result in a higher premium in some states. In ID, MD, and NJ, safe driving habits can lead to savings of up to 20%. In FL, safe driving habits can only lead to savings up to 22%. In NV, safe driving habits can lead to savings of up to 40%. In DC, MD, MT and VA, data collected from the app will not result in higher premiums.

***Based on drivers who completed the program and drove a sufficient number of miles as of April 2019. Any policies where the premium is less than it would have been without the application of *IntelliDrive* are considered to be saving. Individual savings will vary and savings aren't guaranteed.