

Liberty Mutual and Safeco Insurance Release *Digital, Accelerated: New E-Book to Guide Independent Agents through Rapid Digital Transformation*

Released at Elevate 2020, the e-book offers insights and advice for agents as the global pandemic shifts digital from a nice-to-have to a must

SEATTLE – ELEVATE 2020 – June 1, 2020 – As the global COVID-19 pandemic fundamentally changes how we all interact, independent agents are faced with a new reality: digital is no longer a nice-to-have, it's a must. From office management to customer experience, prospecting and beyond – nearly every facet of an agent's business has shifted to digital. To guide agents through this period of rapid transformation, today Liberty Mutual and Safeco Insurance released a new e-book titled *Digital, Accelerated: The Essential Guide for Independent Agents*. Revealed at [Elevate 2020](#), the e-book launch helps kick-off the virtual conference where Liberty Mutual and Safeco leaders will take the stage to discuss accelerating digital during these unprecedented times.

The e-book is available for download at: AgentForTheFuture.com/DigitalAccelerated

Offering insights from insurance industry leaders and advice from digitally savvy agents, *Digital, Accelerated* brings together a diverse set of voices to explore the challenges and opportunities of rapidly embracing digital. For a snapshot of what agents can expect from the e-book, here is a selection of key quotes from contributors on why this topic is especially critical today:

Tyler Asher, Liberty Mutual and Safeco president of independent agent distribution

"Thriving in today's dynamic marketplace has become even more challenging, and retaining that competitive advantage requires a digital-forward approach now more than ever. This is the time for independent agents to double down on digital investments, so we can meet customers where they're at: online."

Erin Nutting, owner at Integrity Insurance Services

"It will take time to unravel what works for your agency in the digital space and what doesn't work. You don't have to do everything perfectly when you're making the transition to digital. Just be very open with your customers. They are your biggest cheerleaders – they want you to succeed!"

Ron Berg, executive director of Agents Council for Technology

"A well-functioning digital 'office' can help your agency generate more leads, communicate effectively with clients and extend the capabilities of your team. This time of rapid change can be a great opportunity to evaluate your agency's technology systems, think through your digital strategies and accelerate your transformation."

Ashley Abrams, director of marketing at McClain Insurance Services

"In the coming months and years, agencies are going to operate differently than they have in the past. They're going to have to be a lot more comfortable with remote workers and digital communications. Video will be a huge part of that."

James Castell, owner and personal lines manager at Castell Insurance

“For insurance agents who are trying to go digital, I would say that you have to rip the Band-Aid off. You can’t wait for it to be perfect – it never will be. There is going to be trial and error, and there may be some casualties along the way, but digital tools will ultimately help your agency grow.”

To supplement today’s e-book release, Liberty Mutual and Safeco leaders will explore the *Digital, Accelerated* topic further during Elevate 2020. President of independent agent distribution Tyler Asher will take the virtual stage for a [keynote address](#) to discuss the new state of the independent agent channel against the backdrop of COVID-19. Asher’s talk will be directly followed by a [presentation](#) from Sam Affolter, head of agent research and innovation, to help agents better understand where they stand in their digital journey and what steps they need to take to achieve their transformation goals.

Attendees interested in connecting with the Liberty Mutual and Safeco team during Elevate are encouraged to visit the [virtual booth](#).

About Liberty Mutual Insurance

At Liberty Mutual, we believe progress happens when people feel secure. By providing protection for the unexpected and delivering it with care, we help people embrace today and confidently pursue tomorrow.

In business since 1912, and headquartered in Boston, today we are the sixth largest global property and casualty insurer based on 2019 gross written premium. We also rank 77th on the Fortune 100 list of largest corporations in the U.S. based on 2019 revenue. As of December 31, 2019, we had \$43.2 billion in annual consolidated revenue.

We employ over 45,000 people in 29 countries and economies around the world. We offer a wide range of insurance products and services, including personal automobile, homeowners, specialty lines, reinsurance, commercial multiple-peril, workers compensation, commercial automobile, general liability, surety, and commercial property.

For more information, visit www.libertymutualinsurance.com.

About Safeco Insurance

In business since 1923, Safeco Insurance sells personal automobile, homeowners and specialty products through a network of more than 10,000 independent insurance agencies throughout the United States. Safeco works hard to be the carrier champion of the independent agent. In a survey conducted in 2019 by Channel Harvest, independent agents named Safeco as the carrier that does more than others to support the overall growth of agencies. Safeco is a Liberty Mutual Insurance company, based in Boston, Mass.

For more information about Safeco Insurance, go to www.safeco.com.