



# Customer Experience IS Our Product

PIA of Kentucky Newsletter

February, 2019

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## SAVE THE DATE



**PIA Kentucky  
Annual Conference**  
May 9-10, 2019  
The Brown Hotel  
Louisville, KY

**Chris Paradiso Returns**



## The Insurance Product IS Customer Experience

There is no doubt Ted Devine, CEO of Insureon, rattled some cages with his closing keynote presentation at Elevate. He also delivered one of the defining quotes of the conference:

*"Experience is the product".*

..... [read more](#)

## Nominate & Win \$1,000! 2019 OSCRY Award

Nominate your best customer services representatives or account managers to compete for the Outstanding CSR of the Year® award. The competition is open to any insurance customer service representatives, account managers or candidates primarily responsible for customer service. Candidates interested in participating in the competition may also nominate themselves. For more information download the [nomination](#) and [entry](#) forms.



## Improving the Customer Experience 3 Ways

As the insurance industry undergoes a period of reinvention through digital transformation, it's vital to remain focused on what really matters. The excitement and hype over new technology can lead us to forget the underlying drive to adopt it - improving the customer experience. Treating customers right encourages them to spread the word .... [read more](#)

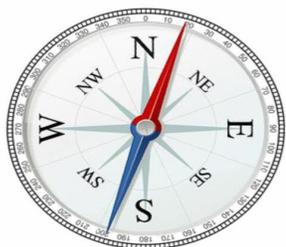
## Changing Customer Expectations

### The Impact

Most people who've worked a lifetime in the insurance industry may not see a direct parallel with how Amazon's aggregator model is reaching into virtually every aspect of consumer life, casting its shadow across an ever-lengthening list of industries .... [read more](#)



Chris Paradiso is back for the 2019 PIAK Annual Conference. Join him for a full day of hands on marketing training for your agency, including creating and posting a video to your YouTube channel. Even if you don't have a YouTube channel now, you will be the end of this session, and have the skills to use it.



### Want Happier Customers?

#### Get Them Oriented

Hugh Dubberly and Shelley Evenson provided a helpful framework for looking at customer experience, when they released their Experience Cycle model. In this framework, a customer's interaction with a product or service is broken down into five phases .... [read more](#)



### Video: Insurance Renewal American Style

So let's chat a little bit about how a modern day renewal goes in an agency. So let's just imagine and paint a picture. Let's paint a picture of Sally and Jim. Sally is a nurse and let's just say that Jim is veterinarian, right?..... [read more](#)



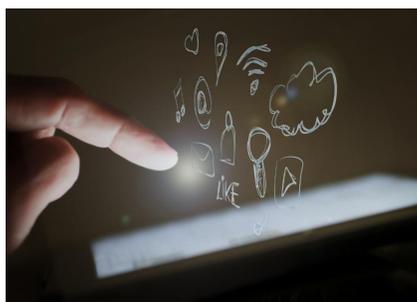
### Avyst eForm Wizard Free Trial Extended through March 31, 2019

We've worked a little wizardry. PIA members can now receive a free gold-level package through March 31st. Members can then choose:

- Free bronze-level package through 2020.
- Fifty percent off gold-level package through 2020.

The AVYST eForms Wizard was developed by industry professionals for industry professionals. It's easy, logical and seamless. And it empowers you to do more of what you do best.

[Learn more here.](#)



### Mobile Insurance Smooth & Seamless

"There's an app for that." This phrase has become the solution for many consumers as they complete more of their day-to-day tasks from mobile devices. Need to reimburse a friend for dinner? Use Venmo to easily transfer money. Have to deposit a check? Just snap a picture and deposit it directly through a bank's app. [read more](#)



Local Agents Serving the Bluegrass

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## Education

### Discounted Insurance Education



We partner with Kaplan to provide exclusive pricing.



## Securities Licensing

exam prep for success



## CIC Classes

New Format: 16 CE Hour Institute Wednesday & Thursday ONLY  
Exam: Friday 8-10AM

### Agency Management

March 6-8 ~ Louisville

Includes Agency Organizations, Understanding and Managing Financial Strengths, Agency Planning, Human Resources, Agency Productivity and Effectiveness, and Legal and Ethical Responsibilities.



## CISR Classes

### Commercial Casualty II

February 13 ~ Louisville

### Commercial Casualty I

February 20 ~ Paducah

### Personal Auto Exposures

March 12 ~ Lexington

### Agency Operations

March 13 ~ Louisville

### Personal Residential Property

March 13 ~ Paducah

### Personal Lines Miscellaneous

April 9 ~ Lexington

### Life & Health Essentials

April 10 ~ Louisville

## Ruble Graduate Seminar

### Register

April 30-May 1 ~ Louisville

Advanced and specialty topics, camaraderie among a network of National Alliance designees nationwide, and some terrific vacation destinations combine to make James K. Ruble Seminars higher education at its best. Along with instruction by expert faculty and a chance to tackle the hottest topics, dues-paid designees can fulfill their CIC and CRM update requirement and earn CE credit for most seminars in all CE states. You'll return from a James K. Ruble Seminar refreshed and full of ideas you can implement immediately.



**Topics include:** CHAOS: Contracts, Hold Harmless/Indemnity, Additional Insureds & Other Stuff, Construction Defects

Topics include: SPACOs, Contracts, Field Harms/Incidents, Additional Insureds & Other Staff, Construction Defects - Tearing Down the Mysteries, Cyber-Exposures: Resistance Is Futile, and Peeking Behind the Curtain - What Makes Professional Liability Tick.

[View Entire Event Schedule](#)



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## Latest News

**Kentucky Coal-Mining Deaths at Record Low in 2018** The U.S. Mine Safety and Health Administration says coal-mining related deaths have reached a record low in Kentucky where a single miner died last year.... [more](#)

**Kentucky High Court Finds Medical Malpractice Review Panels Unconstitutional** The Kentucky Supreme Court struck down last month Kentucky's Medical Review Panels Act, which was enacted by the General Assembly in 2017, returning the process of reviewing medical malpractice claims back to the state courts for the foreseeable future and creating uncertainty about the future of medical review panels.... [more](#)

**Kentucky Distillery Employee Dies After Falling from Facility Walkway** The Daviess County coroner's office said Tuesday that an autopsy revealed 44-year-old Dennis Layman of Owensboro died of blunt force trauma after falling at Glenmore Distillery in Owensboro. An autopsy was done since the death was work-related... [more](#)



**Lawsuit Filed Against School District Over Fatal Shooting at Kentucky High School** The estate of a girl killed and three other students wounded in a shooting at a Kentucky high school have filed suit against the school district and school officials, the teenage suspect and his mother and stepfather.... [more](#)

**PIA Connection**

[Latest Issue](#)



**PIA KENTUCKY**

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Thank You to Our Partners!





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