



## NEWS RELEASE

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### Insurance Meets Innovation

DES MOINES, Iowa (Aug. 2, 2016)—You won't find people in white lab coats conducting experiments in EMC's innovation lab—instead you'll find a network of people working together to find new, creative insurance-related solutions. "The focus is on finding solutions that set our agents apart, creating value for policyholders, making EMC a better company and even improving society," says Aaron Larson, senior vice president of strategic analytics at EMC Insurance Companies.

What's different is that employee teams working within the innovation lab are empowered to collaborate and make quick decisions. The teams focus on customer problems, continuously developing and testing solutions during the development process (termed "agile development").

"The goal is to find solutions that meet our customers' needs and at the same time are technologically feasible and economically viable, which is called 'design thinking,'" says Larson. "We act like a lean start-up company that partners with our agencies, building initial products and working on iterations from there. This framework allows us to be nimble and responsive to change as we receive data and feedback."

### Fleet Rewards Program and App

One successful outcome from the EMC innovation lab is a telematics program for fleet drivers called Fleet Rewards™. The EMC Milwaukee branch manager, underwriting manager and underwriting team, along with an innovative Wisconsin insurance agency, built the approach with the support of a partner vendor, ATG Risk Solutions. "We appreciate the leadership of our Milwaukee Branch and their test agency for investing their time and effort to further innovation and work through bumps in the process," says Larson.

Fleet Rewards™ captures vehicle-use data to create an easy-to-understand overall safety score. The program works across multiple telematics providers, platforms and mobile devices to analyze and compile the safety score and identify operational efficiencies. Fleet managers can find out exactly where their vehicles rank on the safe driving index and evaluate the data to find

ways to lower their accident rate, increase fuel economy, improve maintenance and uptime, and reduce costs associated with replacing drivers.

The innovation lab is working with employees in EMC branch offices across the country, risk improvement engineers from EMC, independent insurance agents and external vendors to implement new solutions. “We have many projects in the works—from evaluating the use of drones for commercial rooftop inspections to creating smart bus and smart building programs for schools,” says Larson. “Mastering the data we have available or can get externally is complex and challenging, but can give us great insight into our business and how to provide differentiated solutions for our agents and support EMC’s growth and profitability. When we focus on our customers’ biggest problems, enlist our agents and branch offices to help find solutions and include emerging technologies, everybody wins.”

### **About EMC Insurance Companies**

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,100 employees. The company was organized in 1911 to write workers’ compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit [www.emcins.com](http://www.emcins.com) and [www.CountonEMC.com](http://www.CountonEMC.com).