



## NEWS RELEASE

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### **EMC Earns Elite Certification for Ease of Business for Independent Agents**

DES MOINES, Iowa (Sept. 21, 2020)—EMC Insurance Companies has been awarded DCC Elite™ certification by [Deep Customer Connections](#). Awarded to only five property/casualty insurance carriers nationally, the honor represents exceptional performance in, and commitment to, ease of business as experienced by independent agents.

"EMC places great value and importance on our relationships with our independent agent partners," said Scott Jean, EMC President & CEO. "To be recognized for our agent experience efforts and ease of business is very reaffirming and rewarding. We look forward to continuing to innovate to better serve our independent agent force."

DCC Elite certification requires two levels of qualification. First, each carrier must demonstrate mastery in ease of business, verified by Deep Customer Connections, using standardized metrics and competitive benchmarks derived from each carrier's own agent network. Second, eligible carriers must pledge to implement specific strategies to further improve their performance in ease of business factors.

"The DCC Elite program recognizes carriers who step up in a profound way to support their distribution network," says Jason Bogart, CEO of Deep Customer Connections. "Many carriers claim to make it easy for their agents to write business, but few actively invite anonymous feedback from all of their agents to make sure that they deliver on their promise."

"Ease of business is an experience that constantly shifts along with customer expectations, staffing, competitors' programs and other variables," explains Bogart. "DCC Elite carriers have proven their dedication to ongoing innovation when it comes to serving their agents."

#### **About Deep Customer Connections**

Deep Customer Connections focuses on helping property/casualty insurance executives leverage ease of business as a strategic differentiator. Year after year, 98% of independent agents report that ease of business is critical to their decision of where they place business. Widely known for measuring agents' perceptions of how easy it is to do business with specific carriers, Deep Customer Connections uses its DCC Index™ to benchmark clients' competitive positions across 11 Performance Factors that matter the most to agents.

**About EMC Insurance Companies**

EMC Insurance Companies is among the top 60 property/casualty insurance organizations in the country based on net written premium, with more than 2,400 employees. Employers Mutual Casualty Company (EMCC) was organized in 1911 to write workers' compensation protection in Iowa. Today, operating under the trade name EMC Insurance Companies, the company provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. EMCC is licensed in all 50 states and the District of Columbia. For more information, visit [emcins.com](http://emcins.com).

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