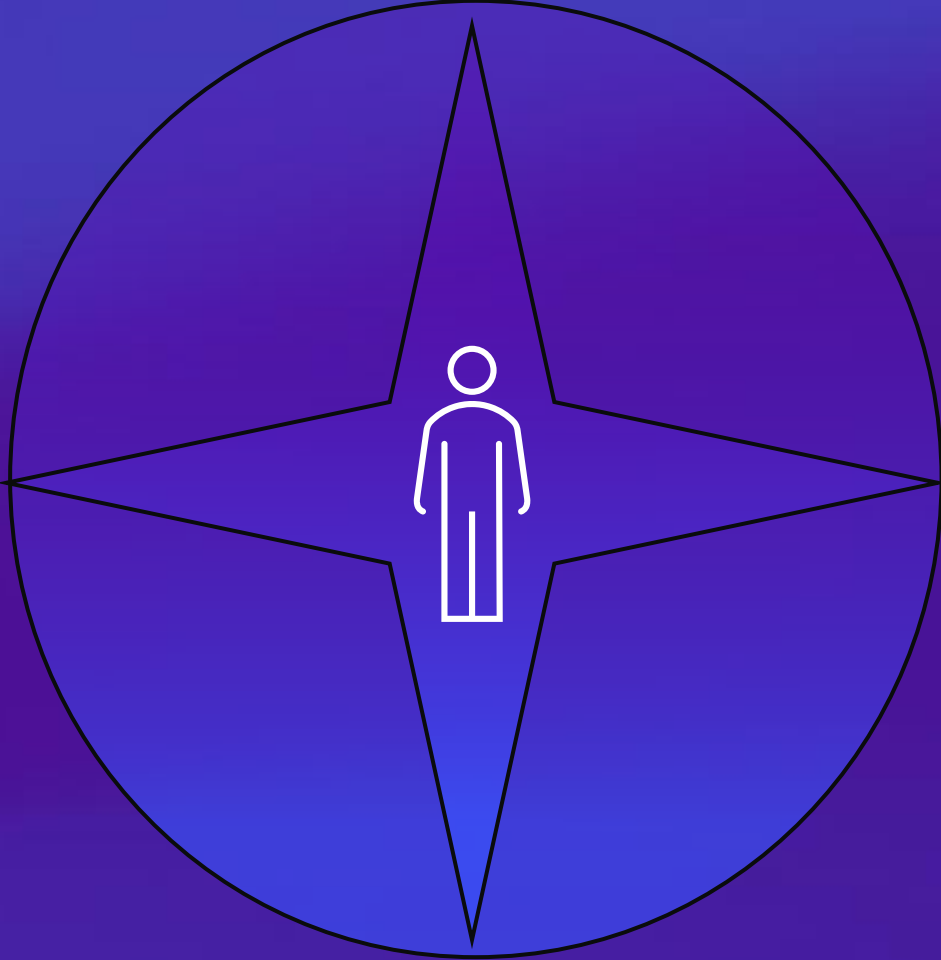


ReSource Pro

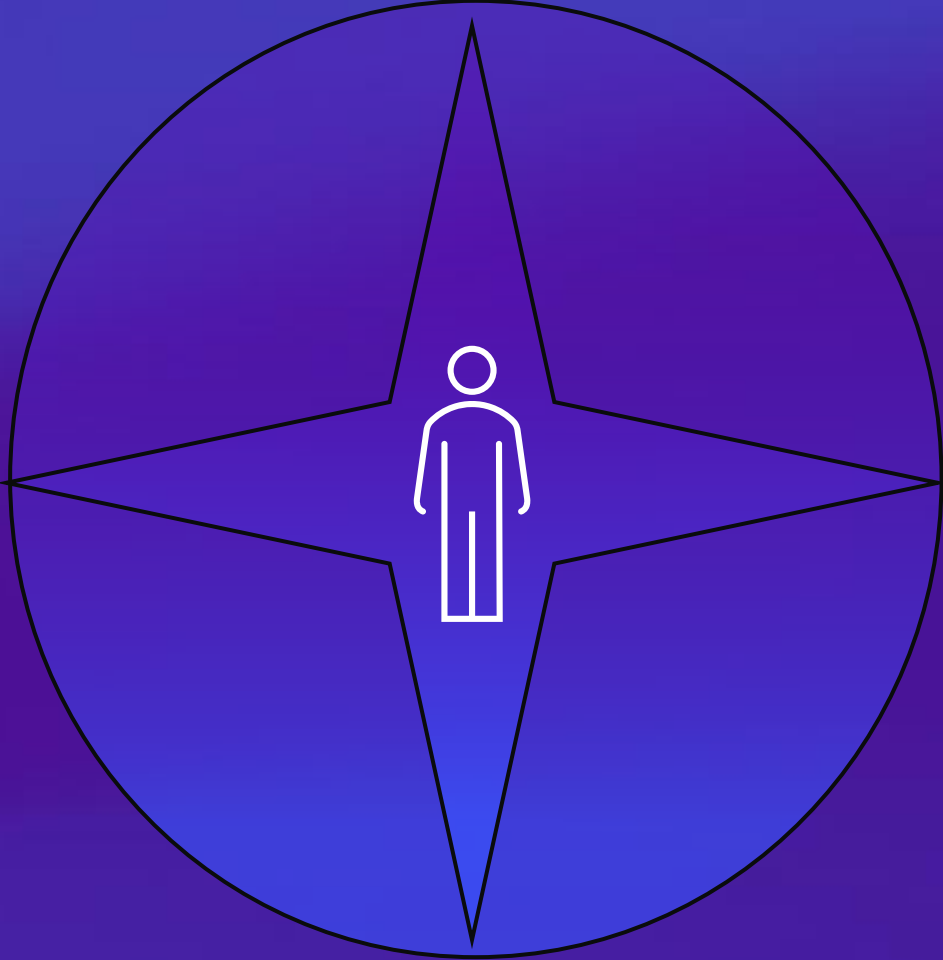
**SUMMIT26**

**Capture the Shift**

# Human Centered Design



# Human Centered Design



# Policyholder Survey Key Findings

ReSource Pro

**SUMMIT26**  
Capture the Shift



ReSource Pro

**SUMMIT26**  
Capture the Shift

**Velocity + Effortlessness  
+ Trusted Guidance**

# What Clients Value

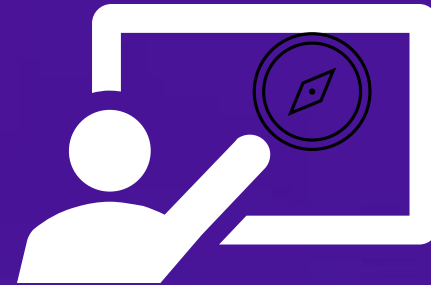
Trust



Clarity



Human Advisory



# The New Standard in the AI Era



*Instant  
Seamless  
Personalized*



# The New Standard in the AI Era



*Instant  
Seamless  
Personalized*



# The Hybrid Expectation

ReSource Pro  
**SUMMIT26**  
Capture the Shift

Human expertise + Digital efficiency

# The Hybrid Expectation

ReSource Pro  
**SUMMIT26**  
Capture the Shift

Human expertise + Digital efficiency

## 3 Ways Agents Win



**Velocity & effortlessness**

**Proactive relationships**

**Personalization at scale**

ReSource Pro

**SUMMIT26**  
Capture the Shift

# Velocity & Effortlessness

35% expect response in <1 hour

Speed = trust

Effortless experience



ReSource Pro

**SUMMIT26**  
Capture the Shift

# Velocity & Effortlessness

35% expect response in <1 hour

Speed = trust

Effortless experience



# Proactive Relationships

Beyond renewal

Timely, relevant outreach

Data-driven insights



# Proactive Relationships

Beyond renewal

Timely, relevant outreach

Data-driven insights



# Personalization at Scale

AI-powered memory  
Context-aware conversations  
Clients feel known



ReSource Pro

**SUMMIT26**  
Capture the Shift

# ***Human Experience***

**Transparency builds trust**  
**Technology disappears**

ReSource Pro

**SUMMIT26**  
Capture the Shift

# ***Human Experience***

**Transparency builds trust**  
**Technology disappears**

ReSource Pro

**SUMMIT26**  
Capture the Shift

# Why Agents Win

Human in the Loop = Human at the Center

Personal + Modern

Human-led, AI-powered

ReSource Pro

**SUMMIT26**  
Capture the Shift

# Why Agents Win

Human in the Loop = Human at the Center

Personal + Modern

Human-led, AI-powered

# Thank you

**Brian Comerford**

Director | Industry Relations & Partnerships  
*Vertafore*



ReSource Pro

**SUMMIT26**  
Capture the Shift

