

# WCF Insurance Earns DCC Elite Status for 2021

Deep Customer Connections has awarded WCF Insurance the 2021 DCC Elite certification. The honor represents exceptional performance in, and commitment to, ease of business as experienced by independent agents.

## THE 2021 DCC ELITE ARE:

WCF Insurance

EMC Insurance

Mutual of Enumclaw Insurance

Safety Insurance

UFG Insurance

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 P/C 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.