

Partner Success Program

EMC's Partner Success Program celebrates the hard work and achievements of our agencies. The program recognizes different levels of success based on key factors like loss ratio, premium volume, sales velocity, and retention.

How it works

At the beginning of each year, every agency or, if applicable, agency group's performance is scored. The past three calendar years are individually evaluated based on key criteria, each carrying a different weight. By comparing an agency's performance against all other agencies for each criterion, we allocate points based on its position relative to all other agencies.

An overall three-year weighted average score is calculated, with the greatest weight placed on the most recent year's performance. That score falls into one of five predetermined performance tiers.

The rules

Only fully contracted property and casualty agencies are scored. Limited contract, bond-only, and life-only agencies are not scored.

Agency performance data used in the Partner Success Program includes all property and casualty business except catastrophe surcharges, facility surcharges, assigned risk business, and selected bond business. Life business is not included.

The Partner Success model caps both upward and downward movement to one tier level annually. This limits the impact of one radically different performance year, which could skew the evaluation of that agency's performance.

Agency or agency group performance will be calculated using the Recognition code, which is non-contractual and used solely for recognition purposes. The way an agency is grouped for this program may be different from how it's grouped for compensation.



Performance tiers

Our performance tiers reflect the level of achievement for each agency. Agencies placed in the top two tiers enjoy exclusive benefits such as co-op advertising, professional development opportunities, and agency recognition programs. These rewards highlight the importance of our partnership and the value we place in your success. Each agency's score is placed into one of these five tiers:

Champion

Our top-performing agencies, consistently exceeding goals. Champions enjoy exclusive rewards, including the opportunity to earn extra trips for agencies that qualify for the EMC recognition trip. This tier represents the top 4% of all EMC agencies.

Achiever

Agencies that consistently deliver strong results, meeting or surpassing targets. Achievers unlock valuable perks and recognition to help fuel continued success. Achievers represent about 16% of our top EMC agencies.

Collaborator

Agencies achieving solid results and working collectively with EMC to identify areas where they can enhance performance to reach higher tiers in the future. Collaborators represent about 50% of EMC agencies.

Evolving Partner

Agencies developing their performance for stronger growth and profitability. Evolving Partners focus on key areas, like premium growth and profitability to move up to the next tier. Evolving Partners represent about 20% of EMC agencies.

Underperforming Partner

Agencies currently facing challenges in meeting performance expectations. Underperforming Partners are collaborating with EMC to try and get back on track in order to grow and improve their performance. Underperforming Partners represent about 10% of EMC agencies.

Newly contracted agencies

Newly contracted agencies are scored and placed in one of the performance tiers only after completing two calendar years. The scoring method is unique due to a lack of prior history needed to establish growth and retention ratios.

Questions?

Have questions or want to talk next steps? Contact your local EMC sales team member.



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