MediaRoom

Farmers Insurance Introduces New e-Reader System to Give Agents Access to an Extensive Library of Sales and Training Resources

Being a successful agent in today's world requires not just a sound grasp of insurance products and services but continuous learning and personal development. With more demands being placed on agents, keeping up-to-date on changing product features or regulatory modifications becomes even more of a challenge. Helping to make sure its agents remain among the best in the industry, Farmers Insurance® recently introduced a new method for agents to access the latest company tools - an e-Reader accessible portal.

(Logo: http://photos.prnewswire.com/prnh/20080605/LATH062)
(Logo: http://www.newscom.com/cgi-bin/prnh/20080605/LATH062)

"Technology continues to change how we access information and learn," said Annette Thompson, Senior Vice President and Chief Learning Officer for Farmers Insurance. "Just as technology has changed how consumers access insurance information, Farmers believes we, too, must make accessibility to our latest training modules available to agents via more modalities, not fewer."

Taking this to heart, Farmers convened a special team in their agency training department to build and launch a new e-Reader portal in record time. The new system, which can be accessed by the different e-Readers currently available, permits agents to access and download a number of resources to help its agents grow their business. In addition, as new training materials are developed, their ability to be accessed via e-Readers will be of paramount concern.

"This new e-Reader functionality enables Farmers to place valuable information at our agents' fingertips," explained Thompson. "It has already become a powerful tool for a number of agents."

"I love it," proclaimed Michael Abdou, one of Farmers' top agents. "The new e-Reader system enables me to quickly and easily access the resources I need to better serve my customers. From the latest product information to presentation materials and other reference aids, these tools are now available to me in a very mobile and user-friendly environment."

"Farmers is very committed to having the very best agents in the industry," noted Thompson. "Our aim is to leverage technological advances to make sure our agents receive the best training available and are able to enhance their skill sets year-round, via a number of different methodologies. Whether it's via traditional classroom training at our award-winning University of Farmers to virtual classrooms to now our latest feature, e-Reader accessibility - this is something that we trust will empower our agents to be the best in the field."

Farmers is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may be. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit our Web site at www.farmers.com.

Contact: Jerry Davies
213-400-0376
jerry.davies@farmers.com

Luis Sahagun
818-584-0574
luis.sahagun@farmers.com

First Call Analyst:
FCMN Contact:

Photo: http://www.newscom.com/cgi-bin/prnh/20080605/LATH062
AP Archive: http://photoarchive.ap.org/
http://photos.prnewswire.com/prnh/20080605/LATH062
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: Farmers Insurance

Web Site: http://www.farmers.com/

---

https://newsroom.farmers.com/2010-07-07-Farmers-Insurance-Introduces-New-e-Reader-System-to-Give-Agents-Access-to-an-Extensive-Library-of-Sales-and-Training-Resources