



FIVE STAR AGENCY ELEMENTS

1. CUSTOMER FOCUS

Satisfying customers through meeting their requirements and value expectations is the primary task of every employee

2. COMMUNICATIONS

Verbal and nonverbal communications throughout all parts of the Agency are two-way, clear, timely, consistent, and intentional.

3. MISSION/VISION/VALUES

Management establishes mission, vision and values for the Agency and leads the initiative to set direction and align everyone in pursuit of them.

4. PLANNING/STRATEGY

Planning at all levels of the Agency keeps everyone focused on its vision, goals and strategies and provides a framework for achieving desired results.

5. BUSINESS RESULTS

Financial and business improvement results meet objectives, show positive trends, and substantiate Agency success

6. SELECTION

Employees are selected using criteria that promotes the needs and expectations of the Agency both in the short term and the long term.

7. DEVELOPMENT/PERFORMANCE METRICS

People are recognized as key strategic resources. Development opportunities are provided to assure that each employee understands, supports, and contributes to achieving agency success.

8. INVOLVEMENT

All employees are involved in establishing and achieving initiatives for performance and improvement goals.

9. MOTIVATION

Employees are motivated through trust, respect, recognition, and a work environment that is conducive to the well being and growth of all employees.

10. CARRIERS & PRODUCTS

Well chosen partnerships with carriers and other markets are key to providing excellent products and services.

11. INFORMATION/PROCESS MANAGEMENT

Required information is clear, accurate, timely, useful, accessible, and integrated with products, services, processes, and procedures.

12. INTEGRATION/SYSTEM EFFICIENCY

Processes and the products and services created by them are jointly designed as an integrated system.

13. BUSINESS ASSOCIATES

Contributions of business associates (vendors, partners, alliances, subcontractors, etc.) for business opportunities, products and services meet all requirements and add value to business results and performance improvements

14. SALES AND MARKETING

A defined sales and marketing approach is established and is being effectively utilized in creating sales and agency awareness

15. ACCOUNTABILITY

Accountability objectives, measures and indicators for Agency performance are established, reported, analyzed, and effectively used.

16. COMMUNITY INVOLVEMENT

Well chosen activities within the community to not only give back but also to establish your name and services as a premier business.

17. INNOVATION/CONTINUOUS IMPROVEMENT

Innovation is planned and effectively utilized in developing, implementing and improving processes.