

7 telematics myths vs. reality

The road to usage-based insurance sales is easier to navigate than you may realize. With consumer and business owner interest on the rise, now is the prime opportunity to get the facts straight so you can effectively **counsel both personal and commercial lines clients** and drive agency sales.



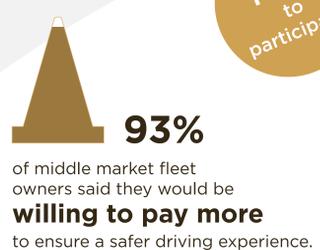
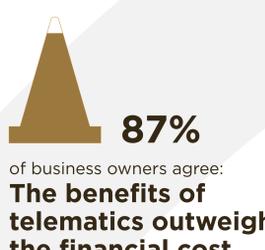
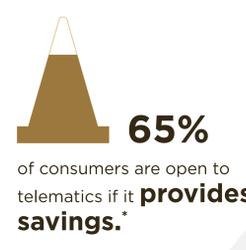
1
MYTH
Customers won't consider telematics because they believe rates will go up.

REALITY
Nationwide uses data to help people learn to be safe drivers, not surcharge them.

It's FREE to participate*

2
MYTH
I'll be flooded with customer questions.

REALITY
Once you sign up a customer for the telematics program, Nationwide takes it from there.



*These and other important insights came out of the 2020 summer survey of the Agent Authority research series conducted by Nationwide, which includes samples of independent insurance agents, small business and mid-market business owners, and consumers.

3
MYTH
Customers won't consider telematics for privacy reasons.

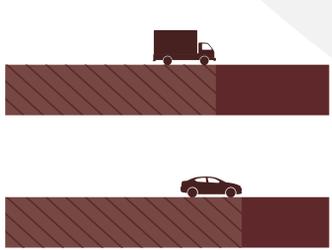
REALITY
Nationwide is committed to protecting customer data and never sells this information to third parties.



Step-by-step instructions arrive in 10 days or less after signing up for a telematics program.

4
MYTH
Telematics complicates my sales process.

REALITY
Nationwide makes it easy to place customers in the best program for them, and it's easy for them to activate.



65% of consumers said they would share driving data if it **provided a discount**.

73% of consumers were interested in an insurance policy that **tracked and charged by the mile**.

5
MYTH
Telematics is solely for saving money.

REALITY
4 in 10 business owners believe telematics provides a strong risk mitigation strategy for their company.

Quickly determine whether customers are a good fit for telematics by asking these simple questions:



6
MYTH
It's for individuals or middle market fleets — not small businesses.

REALITY
Reducing distracted driving is a good thing for anyone on the road — including small business vehicles. Think of it as big technology for small business.

Business owners cite top advantages of telematics as having the ability to:



evaluate driver behavior



preemptively identify vehicle maintenance needs



track vehicle locations

7
MYTH
I feel behind on the industry. What if I'm unprepared to advise?

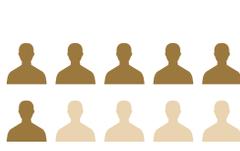
REALITY
You're not alone. The good news is, Nationwide has a wealth of resources to give you a boost with personal lines, small commercial and middle market telematics programs.



As a business auto customer, Vantage 360 Fleet is a free telematics offering for small businesses.** It's an easy way to manage fleet vehicles and monitor routes and driving activity. If we aren't already in your state, we'll be there soon.

8
MYTH
Only 60% of agents feel knowledgeable enough to speak about telematics.

REALITY
Only 60% of agents feel knowledgeable enough to speak about telematics.



Learn more about telematics at Nationwide

*Vantage 360 Fleet and Vantage 360 Premier Partner is available in limited states. Talk to your sales or territory manager for more information.
**Must be a Nationwide business auto or personal auto consumer to opt into telematics with Nationwide.

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SmartRide availability varies; program criteria differ in California and North Carolina. Stated discounts are approximations. Discounts do not apply to all coverage elements, actual savings vary by state, coverage selections, rating factors and policy changes. The enrollment discount applies during the data collection period; the final discount is calculated on driving behavior and could be zero. The final discount applies at the next policy renewal and is subject to change based upon actuarial support or subsequent renewals or with changes in drivers or vehicles on the policy.
Details and availability vary by state. The SmartMiles variable premium is based upon the cost per mile established for the coverages in force and the number of days and miles driven when the coverage is in force. The SmartMiles Driving Behavior Discount could be zero and does not apply to all coverage elements; actual savings vary by state, coverage selections, rating factors and policy changes. The Driving Behavior Discount applies at the next policy renewal and remains while the vehicle is enrolled in SmartMiles. Estimated payments are subject to change based upon the final rated mileage during the mileage period and any policy changes.