



Change drivers

Tech, data and analytics inform expectations and how to deal with them

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What are some trends or changes in the market you are keeping track of?

Technology, data and analytics are really what is driving change here and across businesses and industries. Our prism is how we meet the changing expectations of our policyholders and step into that. Policyholders today, and future applicants, on both personal and commercial lines want us to be able to establish that digital connection. They want to go online and seamlessly fulfill their insurance needs. We've successfully entered that space, but at the same time we need to make sure the policyholder service that we've always prided ourselves on stays high. Some policyholders still want to talk to us in person, so we need to meet them where they are, and make sure we're maintaining that level of service in all of these channels.

What are your legislative priorities?

We advocate in the interest of our policyholders both on a state level and on a federal level through our trade associations, and directly, for legislation that serves their interest. Alternatively, if there's legislation coming down the pipe that is not in their interest or adds cost to the system without adding benefits, we advocate against that. Staying true to that mission allows us to have a trusted voice in matters that come before policymakers.

How do you help support your local communities?

We employ 2,500 employees in the state and we have three facilities, one in Parsippany, one in West Trenton and one in Hammonton. NJM supports a variety of nonprofits through charitable grants and volunteer hours. These philanthropic initiatives are an important

part of NJM's service oriented culture. One of the things we're most proud of is our Teen Driver's Safety Awareness program. We have partners in New Jersey and every state where we have a presence who go to schools to supply educational opportunities for students and their parents about the benefits and strategies associated with safe driving. It's about helping the community and helping those teen drivers understand their responsibilities and reduce accidents.

What are some challenges you are facing?

As we expand, outside of New Jersey we have to learn and we have to listen. Businesses outside the state in New Jersey at times have different concerns so we have to listen, learn and we have to grow with them and be willing to be flexible. We also aren't as well known in these states. In order to attract new policyholders across the region, we have to differentiate ourselves by communicating our purpose-driven culture and unique value proposition. Our new ad campaign, "No Jingles or Mascots," is designed to do just that in a creative, memorable way.

What is your near-term outlook?

Things are opening up again and that gives us the opportunity to get back in front of people. On a practical level, drivers are getting back on the road but as people get back on the road the frequency of accidents returns. We're trying to get in front of that from a claims and a service perspective. We are excited to expand our commercial products and our new ProEdge commercial package policy means we are now a full-service provider for all business insurance for our policyholders. ■