



Nationwide

03 December 2020

Agents may underestimate business owners' interest in telematics

If commercial insurance agents aren't considering telematics solutions for their auto clients, they could be missing a big opportunity. Nationwide's latest Agent Authority survey showed telematics solutions present a prime growth area for commercial agents as most middle market business owners welcome the technology and champion its positive safety and operational impacts. The survey also identified key areas where agents and carriers can [enhance their service](#) for commercial customers as they consider telematics.

<https://news.nationwide.com/en-us/agents-may-underestimate-business-owners-interest-in-telematics/>