



AGENCY PERFORMANCE
PARTNERS

2023 SECRET SHOPPER STATISTICS

OVERVIEW

- Results from 104 Secret Shopper
- Calls 2023 Results
- Average score 35% out of 100%
- Highest score 85%

SECRET SHOPPER STATS

- 33.65% of callers were sent to **voicemail**
- 71% of agents built no value in **themselves**.
- 74.76% of agents **didn't explain** what an independent agent was.
- 21.36% the agent did **build rapport or find common ground** with the shopper.
- 31.07% of agents asked the caller ALL the **questions**.
- 43.69% of agents provided **exactly** what the caller requested.
- Key Quote Stats:
 - 9.71% quoted over the **phone**
 - 57.28% were **emailed** a quote
 - 30.1% **never** received a quote
- 70.87% of callers stated the agent didn't discuss **options**.
- Asking for the business:
 - 35.92% of people got an **emailed quote** (hard to ask in an email)
 - 28.16% said, "**Think about it** and let me know."
 - 3.88% **did ask** for the business
 - 29.13% never received a quote
- Follow Up Stats:
 - 63.11% **one** follow-up
 - 38.83% **no** follow-ups
- 33.01% use the **customer's name** during the conversation
- 47.57% agents **did NOT share carrier features** with the customer