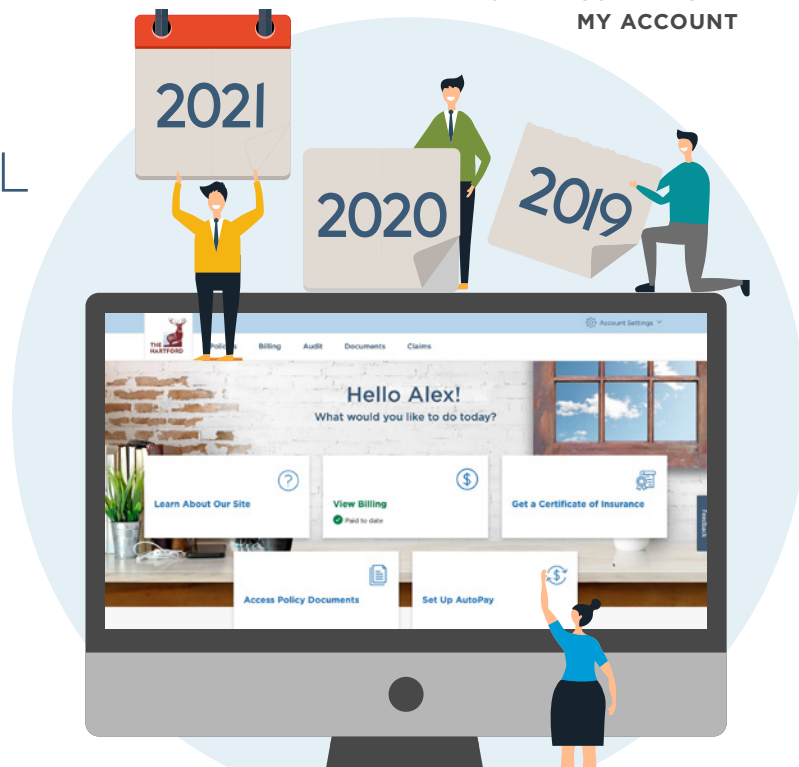


RANKED #1 IN OVERALL
DIGITAL CAPABILITIES
FOR SMALL BUSINESS
CUSTOMERS ...

3 YEARS RUNNING!



ACCORDING TO: 

For the 3rd year in a row, The Hartford ranks #1 for overall capabilities among the top 10 small business insurance carriers in the Keynova Small Commercial Insurance Scorecard.

#1 Functionality
core digital capabilities

#1 Ease of Use
usability elements

#1 Claims
damage inspections for
business property done
on a mobile device

**#1 Support and
Access**
chat and virtual assistance

INSIDE THE NUMBERS

88% of customers expect companies to accelerate digital initiatives¹

90% of customers say how a company acts now reveals its trustworthiness¹

68% of customers say they're online more often than not¹

72% of customers are registered for My Account

92% of My Account users resolve issues without calling

The Hartford continues to dominate with its vast offering of digital information and tools for small commercial firms. With Overall Score climbing by 11 points to 84 since 2019, The Hartford holds a double-digit, 16-point lead over its nearest point Scorecard competitor.

- Keynova Small Commercial Insurance Scorecard 2021

**WIN OVER YOUR CUSTOMERS WITH
THE #1 SMALL BUSINESS DIGITAL PLATFORM.**



Property
Liability
Workers' Comp
Business Auto

¹Salesforce Research: State of The Connected Customer, April 2020
The Hartford® is Hartford Fire Insurance Company and its affiliated property and casualty insurance companies, 690 Asylum Avenue, Hartford, CT 06155.
21-SC-1041867 © November 2021 The Hartford