



# See the complete picture

Help your farm customers track and protect their vehicles

## The top four reasons to offer Vantage 360 Farm Telematics



Promote safe driving



Reward driver performance



Reduce auto claims<sup>1</sup>



Provide a value-added service

Vantage 360® Farm is offered to farmers at no additional cost to provide an easy way to manage vehicles and monitor drivers or driver routes and driving activity. With in-app driver rewards, farmers can promote safety while keeping drivers engaged and motivated to improve — helping to reduce accidents and potential unplanned costs.

Vantage 360 Farm uses a web portal, a telematics tag for vehicles, and an app to provide real-time information to help farmers improve driving behavior and safety, as well as reduce claims.



### Web portal

User: Farmers

Allows user to view driver location and status, analyze driver scores and trends, view trip history and track vehicle mileage.



### Nationwide® telematics tag

User: Vehicles

Adheres to vehicle windshield and works wirelessly, collects and stores telematic data and pairs with the driver's phone via Bluetooth.



### Nationwide® Fleet app

User: Farmers and drivers

Monitors driver performance, records only when connected to Nationwide telematics tag and scores behavior on phone usage, speeding, hard acceleration, hard braking and cornering. The driver rewards app awards points for safe driving practices, these points can be redeemed for gift cards to national brands.

## Two ways to sign your customers up:

The Vantage 360 Farm telematics program collects and analyzes driving data. It uses the data to deliver an overall score (out of 100) based on the past two weeks of driving. Scoring considers:

### Quoting new business

- Answer “yes” to the question: Do you want Nationwide to provide you with a telematics solution?
- Provide the named insured's email address
- Under Telematics, click “Mobile” for each vehicle the customer would like to enroll in Vantage 360

### Amending a current policy

- Submit a request to [clamendment@nationwide.com](mailto:clamendment@nationwide.com) (or email your underwriter, who can forward the request); for a farm account, send a request to [FarmAO@nationwide.com](mailto:FarmAO@nationwide.com)

### OR

- You or your customer can call the Farm Service Center at 800-418-3188 and ask to add telematics

<sup>1</sup> “How to Address the Rise in Auto Claims,” Sam Madden, author for InsuranceThoughtLeadership.com (July 19, 2018).

## Vantage 360 Farm offers farmers a comprehensive view

Vantage 360 Farm uses the combination of an app, a telematics tag and a web portal to provide real-time information. The data gives them information that can help:



### Track locations

Know where their vehicles are at any given time



### Improve driver performance

Help reduce claims and losses by improving driver behavior



### Generate route insights

Increase productivity through route analysis

## In-app driver rewards

Our Vantage 360 Farm driver rewards program allows individual drivers to earn points for safe driving behaviors that can be redeemed for gift cards. Rewarding safer driving behaviors leads to changes, which can result in significant improvements in loss ratios.

## Frequently asked questions

### 1. How does Vantage 360 Farm impact driver behavior and improve safety?

It monitors driver and route trends, then assesses recurring risky behaviors such as cellphone distractions, hard braking and fast acceleration.

### 2. How do GPS/location services help your farm customers?

They can dynamically adjust schedules by tracking team locations and statuses.

### 3. What happens to your farm customers' data?

Nationwide has a strict data usage policy and will not sell your farm customers' information to anyone. Nationwide has security measures in place to protect your farm customers' data.

### 4. How much does the driver reward program cost?

There is no cost for driver rewards. We provide the reward program free of charge for policyholders and their drivers.



Do you have questions?

Visit [Nationwide.com/Vantage360](https://www.nationwide.com/Vantage360) to learn more.