



Insurance Agent Performance KPI Review Checklist 2026

Sales Productivity & Conversion Metrics

Evaluation of new business acquisition rates, quote-to-bind ratios, and policy inception volume compared to annual targets.

New Policies Issued (YTD)

Quote-to-Bind Conversion Rate (%)

Review Period End Date

Target Achievement Status

- ☐ Exceeded Target
- ☐ Met Target
- ☐ Below Target
- ☐ Critical Gap

Sales Gap Analysis & Commentary

Write something...

Agent/Manager Acknowledgment

Retention & Client Loyalty Analysis

Review of policy renewal percentages, lapse rates, and client lifetime value (LTV) trends for the 2026 period.

Current Policy Renewal Rate (%)

Enter a number...

Policy Lapse Rate

Enter a number...

Primary Reason for Non-Renewal

- ☐ Premium Increase
- ☐ Switching to Competitor
- ☐ Loss of Insurable Interest
- ☐ Unsatisfactory Claims Experience
- ☐ Other

Client Retention Strategies Implemented

- ☐ Loyalty Discount Application
- ☐ Annual Policy Review Meeting
- ☐ Proactive Renewal Reminders
- ☐ Bundle/Multi-Policy Incentives

Retention Trend Analysis Notes

Write something...

Review Period End Date

Enter date...

Compliance & Regulatory Adherence

Audit of mandatory disclosure accuracy, licensing status, and adherence to updated 2026 insurance industry regulations.

Agent Licensing Status

- ☐ Active
- ☐ Expired
- ☐ Pending Renewal
- ☐ Suspended

Completed Mandatory 2026 Compliance Modules

- ☐ Anti-Money Laundering (AML) Update
- ☐ Data Privacy & GDPR/CCPA Compliance
- ☐ Ethics and Professional Conduct
- ☐ New Product Regulations 2026

Last Regulatory Audit Date

Enter date...

Proof of Professional Indemnity Insurance

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Disciplinary Actions or Regulatory Inquiries Notes

Write something...

Compliance Officer Attestation

Customer Service Excellence & NPS

Assessment of Net Promoter Score (NPS), response time to inquiries, and client satisfaction ratings from recent surveys.

Average Net Promoter Score (NPS)

Enter a number...

Review Period End Date

Enter date...

Customer Satisfaction Rating

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied

Summary of Customer Feedback Trends

Write something...

Identified Service Pain Points

- ☐ Slow Response Time
- ☐ Communication Gap
- ☐ Documentation Errors
- ☐ Inaccurate Information

Customer Survey Report Attachment

 Upload File

Auditor Verification Signature

Pipeline & Lead Management Efficiency

Analysis of lead response latency, CRM data integrity, and the effectiveness of the current prospecting workflow.

Lead Conversion Rate (%)

Last Pipeline Review Date

Lead Source Distribution

- ☐ Digital Marketing
- ☐ Referrals
- ☐ Cold Calling
- ☐ Direct Mail

CRM Utilization Compliance

- ☐ Contact Info Updated
- ☐ Follow-up Tasks Scheduled
- ☐ Interaction Logs Completed
- ☐ Lead Status Current

Pipeline Bottleneck Observations

Write something...

Monthly Lead Report

 Upload File

Underwriting Quality & Risk Accuracy

Review of the quality of submitted applications, accuracy of risk profiling, and frequency of documentation errors.

Application Accuracy Rating

- ☐ High Accuracy
- ☐ Moderate Accuracy
- ☐ Low Accuracy - Requires Training

Number of Documentation Errors Found

Enter a number...

Identified Risk Discrepancies

- ☐ Incomplete Client Information
- ☐ Inaccurate Property Valuation
- ☐ Missing Mandatory Disclosures
- ☐ Incorrect Coverage Limits Specified

Underwriting Discrepancy Details

Write something...

Review Completion Date

Enter date...

Supporting Audit Evidence

 Upload File

Revenue & Commission Accuracy

Verification of premium collection efficiency, commission reconciliation, and cross-selling/up-selling revenue growth.

Total Premium Collected

Enter a number...

Commission Discrepancy Amount

Enter a number...

Revenue Growth Status

- ☐ Increased
- ☐ Stable
- ☐ Decreased

Identified Revenue Leakage Sources

- ☐ Unprocessed Renewals
- ☐ Incorrect Commission Splits
- ☐ Uncollected Premiums
- ☐ Clerical Errors

Discrepancy Resolution Plan

Write something...

Commission Statement Audit Trail

 Upload File

Audit Completion Date

Enter date...

Reviewer Authorization

Professional Development & Training Compliance

Tracking of completed continuing education (CE) credits and participation in 2026 product knowledge workshops.

Last Training Completion Date

Completed Mandatory Modules

- ☐ Anti-Money Laundering (AML) 2026 Update
- ☐ New Product Suite Training
- ☐ GDPR & Data Privacy Refresher
- ☐ Cybersecurity Awareness 2026

Total Continuing Education (CE) Credits Earned

Summary of Skill Gaps Identified

Write something...

Upload Training Certificates

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Agent Acknowledgment of Training Compliance

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🏁 Finish

 Generate Sample Report