



Vertafore™

Unleash your potential

Statewide Insurance Group

With AMS 360, Statewide Insurance Group doubles business and improves retention.

Statewide Insurance Group is a thriving four-office full-service agency headquartered in the golfers' paradise of Myrtle Beach, South Carolina. Its niche is coastal tourism—from insuring hotels, motels and entertainment meccas to insuring the construction companies that build them. The agency's focus is on giving each customer, every day, an outstanding level of service.

Although surrounded by natural beauty, Statewide's offices are within striking distance of hurricanes and other weather-related disasters. That's why agency principal Tim Baxley decided to move to an online version of his agency management system in 2004. In theory, this move not only would eliminate the need for equipment maintenance and hardware upgrades, but it would enable his agency to be up and running in a day or two if a disaster struck. Unfortunately, the true disaster was the system he was using.

"We were supposed to be up and running in 30 days, but by the 90th day, we were still logged into a server through Citrix. We were down for days at a time—in fact, I think we were down more than we were up. Our CSRs were literally in tears," said Baxley, principal of Statewide Insurance Group.

After five months of trying to make the relationship work, he decided it was time to change system providers. He went back to square one, researched the options and then chose AMS 360.

AMS 360 to the Rescue

The Vertafore conversion team migrated Statewide Insurance to AMS 360 Online in only 31 days. "The Vertafore team couldn't have been any better. We were able to convert all of our data, including comments, notes, activities and T-files that we lost during the first transition attempt with the other vendor," said Baxley. "Vertafore built AMS 360 from the

ground up. It uses .NET technology that's similar to the carrier websites, which is a plus. Our data is housed off-site, so we don't have to worry about business continuity."

But according to Baxley, the biggest benefit of the system is its positive impact on customer service. Or, as he likes to put it, AMS 360 Online makes Statewide Insurance "less inefficient."

"Being more efficient means being able to manufacture 15 buggy whips a day instead of 10. That's good, but that doesn't necessarily impact the customer," explained Baxley. "AMS 360 Online makes us less inefficient, which means we can get our customers what they need more quickly."

Take, for example, building contractors. "During the coastal building boom, our contractors would call us in a pinch—they were heading to the job site and needed their certificates now," explained Baxley. "Most agencies would take a half-day to issue their binders and certificates. With AMS 360, we can get everything done and e-mailed to them before we hang up the phone. It's better for them because they're serviced properly, and it's better for us because it's 'once and done.'"

Making Producers More Productive

Like most producers, the seven who work at Statewide Insurance want to be out and in front of their prospects and customers.

Vertafore Solutions

- AMS 360® Online
- TransactNOW®
- Producer Plus®

Benefits

- Switched to AMS 360 in just 31 days, with no downtime
- Eliminated paper and duplicate entry with e-filing
- Producers can close business via PDA device in a matter of minutes, not days
- CSRs can market multiple accounts in the time it once took to quote one carrier
- No need to look up passwords
- Obtain quick, comprehensive view of customer history in one screen, for easier up-selling and inquiry response

Proven Results

- Increased CSR account load by 25 percent
- Doubled business between 2004 (when AMS 360 Online went live) and the end of 2007, adding only two CSRs to handle the increase
- Increased business by 27 percent in 2007, despite down economy
- Increased retention rate by six points in 2007
- Reduced time required for CSRs to get multiple quotes from carrier sites by approximately 80 percent
- Reduced endorsement processing from five days to one day

AMS 360 Online and Producer Plus give them the power to close business in minutes rather than days.

"Before AMS 360, our producers would meet with clients—and write down their information on notebook paper or cocktail napkins. They'd take this information to the office, print the proposal, and then go back to the customer for presentation. If the customer bought the coverage, the producer would go back to the office, generate more paper, go back to the customer for signatures and we'd get a check about a month later," explained Baxley. "Now, our producers can gather the data electronically on their PDA or laptop, log on to AMS 360 from the customer's site and get a decision that took several days—and reams of paper—in minutes."

Saving Trees and File Cabinets

Using Document360, Statewide Insurance eliminated paper files. Everything is front-end scanned by the receptionist who routes the electronic files to the appropriate CSR. When an employee goes on vacation, the electronic paperwork is reassigned to the person covering that position.

"The great thing about Document360 is that, in addition to being easy, it's incorporated into the management system," said Baxley. When I open a document, the system also brings up the related file. Everything I need is right there, automatically."

Eliminating Redundancy with TransactNOW

"With TransactNOW, our CSRs and account manager can market multiple accounts. They log in, input information and get quotes from five or six different carriers

"Now, our producers can gather the data electronically on their PDA or laptop, log on to AMS 360 from the customer's site and get a decision that took several days—and reams of paper—in minutes."

— Tim Baxley, Principal, Statewide Insurance Group

with one click—a process that used to take an experienced CSR 10 minutes per carrier site," explained Baxley.

TransactNOW brings internal efficiencies as well. "We deal with multiple carriers, which means multiple passwords to remember. In addition to helping us service our customers more quickly, TransactNOW keeps us from having to fiddle around, looking through rolodexes to find our passwords," said Baxley. "I just click 'policy' and a window opens with options."

Easy to Learn, Easy to Use

Statewide Insurance opened its fourth office in 2007, staffed with new people, including two new employees from a capture agency. "These folks were used to doing things one way, the same way," said Baxley. "When they saw what AMS 360 could do, it was like bringing people who'd only been eating broccoli all of their lives to a buffet." Within a week, the new staff members were able to navigate AMS 360 and write policies.

The Results Speak Volumes

By streamlining operations and reducing inefficiencies, AMS 360 Online and supporting products have brought

phenomenal results to Statewide Insurance. In fact, the efficiencies are so great that the agency was able to almost double its business between 2004 and 2007, all while adding only two CSRs.

Despite a down economy in 2007, the agency increased business by 27 percent. "This growth is directly attributable to our ability to respond to our customers, which is what AMS 360 Online gives us," said Baxley.

Not only is AMS 360 helping Statewide Insurance add customers, but it's helping the agency keep them. "This past year alone, our retention rate was up by six points," said Baxley. "We use a lot of survey cards—and they always come back complimenting our agency on how quickly we respond. We believe the service we deliver using Vertafore technology has had a direct, positive impact on customer retention."

An increase in revenues, heightened retention rates and the opportunity to deliver a higher service standard has made Statewide Insurance a big advocate of AMS 360. "We're very pleased with our decision to go with AMS 360," said Baxley. "We're more successful because of this technology. And that's the truth."

Vertafore is the leading provider of software, services and information to the insurance distribution channel, including independent agents, brokers, MGAs, carriers and reinsurers. Vertafore leverages a unique industry presence to deliver meaningful solutions—powerful technology, critical information and robust insights to help organizations effectively respond to business challenges and capture new opportunities. Vertafore solutions are helping more than 15,000 customers and 200,000 end users gain a competitive advantage to accelerate their business performance.