



Vertafore™

Unleash your potential

Leaders Life

Success Story



Company Snapshot

Leaders Life was founded in 1989 with the primary objective to provide quality Term Life and Critical Illness insurance products to hard-working families at the worksite. Critical Illness insurance is one of the fastest growing insurance products and Leader's seventeen years of experience make them a leader in the market.

Vertafore Solutions

- ImageRight

Results

- Significantly improved customer service by decreasing phone calls and wait times
- Fully implemented Vertafore's ImageRight solution in less than three months
- Saved two hours a day in the policy submission process thereby speeding new business for Leaders Life
- Increased transparency into workload for employees working in issuance and underwriting in particular
- Projections indicate Leaders Life's application flow will increase by 30 percent in the coming year

Competing in today's insurance industry means finding your niche or what really sets you apart from the pack.

Leaders Life Insurance Company, a life insurance company offering term life and critical illness insurance at the worksite and based in Tulsa, Oklahoma, defines itself by the quality service the company provides daily to customers both internal and external.

"You can't be all things to all people," said Russ Angell, CEO and COO for Leaders Life. "Service is what makes us different."

For many years, it was easy enough to maintain a high level of service utilizing existing systems, but as the company's business grew, it became obvious the company needed a better way. Manual processes driven by paper files slowed down the policy submission process and made finding physical files difficult at best.

"Depending on where a file was in the process, you might literally have to place an agent or customer on hold while you checked with different departments to find the right file," said Melissa McElyea, director of operations for Leaders Life. "It was kind of a 'Where's Waldo?' operation to find a file."

For McElyea, a seasoned insurance professional who worked at a life and health brokerage before joining Leaders life ten years ago, being able to find a file quickly was the #1 driving reason why the company needed a content management and workflow system.

"Faster access to applications, claim files and policy files was definitely important," said Angell.

Angell and McElyea knew the company's ultimate goal of continuously delivering superior service could be met easier with a content management solution in place, and they began actively investigating solutions and vendors which might fit the bill.

"Unfortunately, none of them really focused on our industry," said Angell. "Then I had someone personally recommend [Vertafore's] ImageRight [solution] and we sat down and talked. I told them we were not looking for software capabilities, imaging is imaging. I wanted a relationship."

From the start, Angell indicates Vertafore "set reasonable expectations."

"All the horizons and hurdles were mapped out and we hit every one," said Angell.

The strict adherence to Leaders Life's timetable was especially important to Angell who says "scope creep is the biggest problem" with any technology implementation.

“Management typically has to be prepared to spend 30 to 50 percent more than originally planned on due to scope creep,” said Angell.

Fortunately, the ImageRight implementation was different.

“I think we met with them [Vertafore] in August of 2008 for the first time,” said McElyea. “Then we made our decisions and we were fully implemented in all of our operational departments by November.”

“We started out automating existing workflows,” said Angell.

According to McElyea, the ImageRight solution handles all the documents and content that drive processes from middle point to premium accounting, including policy submissions, underwriting and billing. McElyea continued to indicate Leaders Life has seen the biggest return on investment in terms of time saved in the policy submission process.

“We’re not having to put together physical files anymore,” said McElyea. “There’s no more printing. That saves at least two hours a day for that function. Submissions are now completed the day they come in and they can be forwarded directly to the underwriter. It has dramatically increased productivity.”

Today, forms come in and are “printed” right into ImageRight thanks to a front-end scanning process instituted by Leaders Life during the ImageRight implementation. Having instant electronic access to all files throughout the company has also improved

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— Russ Angell, CEO & COO, Leaders Life Insurance Company

customer service, just as Angell and McElyea had hoped.

“Instead of having to hang up and call the customer back, we can handle issues instantly because now the file is right there,” said Angell. “ImageRight has delivered more immeasurable value in terms of service.”

One of the benefits McElyea enjoys most that was not necessarily part of the plan is the transparency into the daily workload for her employees.

“It’s good to have the ability to go in and see what different employees are working on and to be able to have the authority to develop different workflows that work for issuance and underwriting,” said McElyea. “It helps to manage the work effectively, or to see how they are managing their own work.”

While Leaders Life is currently working on back-scanning more than 26,000 active policies, Angell indicates with new imaging procedures in place that the workload for the mailroom has been significantly decreased, thereby allowing staff to handle all the imaging and bank deposit functions. Angell projects the company’s application flow will increase at least 30 percent this

year thanks in part to the ImageRight implementation.

Since the ImageRight implementation, Angell indicates Leaders Life has realized that many of their processes need to be updated, but in the meantime, the company is enjoying the benefits of time created for employees to focus on proactive projects and things that weren’t possible before, such as work from home options.

“The ability to work from home or at the office is very important to Leaders Life,” said Angell. “It gives us an edge in terms of recruiting, training, reducing job stress and increasing productivity.”

While McElyea admits there was “a little learning curve,” to the ImageRight system, she indicates the feedback from employees has been very positive and that overall it has increased employee satisfaction as well as customer satisfaction.

“In 2009, we’re able to focus seriously on sales and service,” said Angell. “We want ImageRight to be a part of what we do, and we’re looking forward to better underwriting and codifying of procedures.”

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.

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