



Vertafore™

Unleash your potential

Lloyd Purdy and Company Insurance



Lloyd Purdy and Company Insurance saves money, reduces headcount and improves speed of customer service with Prime.

Lloyd Purdy and Company Insurance is a second-generation, family-owned business based in Portland, Ore. The agency was founded in 1944, at a time when a competitive edge meant pounding the pavement and working a little harder to earn the customer's trust. Today, with \$3 million in premium, Lloyd Purdy and Company Insurance is still fully focused on customer service, but now they use technology to help service their customers faster. And they readily compete with larger agencies—and win.

Vertafore Solutions

- Prime®
- TransactNOW®
- Commercial Lines Download™
- Producer Plus®

Benefits

- Accomplishes more with fewer people
- Generates certificates in minutes, instead of hours
- Streamlines accounting functions
- Operates in near-paperless environment
- Competes readily with larger agencies
- Integrates easily with other technology
- Reduces time spent on correspondence
- Services customers faster

Proven Results

- Went from ten to three employees, while increasing business with automated process—and still serving customers faster
- Processes three policies with Commercial Lines Download in half the time it takes to process one manually
- Closes month-end in five minutes, instead of four hours
- Saves approximately \$200 monthly on postage, with electronic policy submissions and certificates

Ann Walsh describes herself as agency principal, corporate secretary/treasurer, bookkeeper, office manager, commercial lines customer service manager and IT manager for Lloyd Purdy and Company Insurance. Her brother, also an agency principal, has another sizable list of responsibilities. Together with a third staff member, they keep the agency going strong—managing the business, reaching out to new customers and providing the level of customer service and speed that easily competes with the big guys. Their secret weapon is technology—namely, Prime.

When Ann Walsh joined the family business 34 years ago, everything was handled manually, with paper files, handwritten notes and a high margin of error. She converted the agency to a different agency management system, which worked for a while but didn't really fit. "The product had a lot more features than we could utilize, and the support fees were outrageous," said Walsh. "As a small agency, we were basically told to do things their way, period. We didn't have a voice. I joined the users' group but never felt like I was really a part of anything."

In 1997, after researching the options, Lloyd Purdy and Company Insurance decided it was time for a change. And, after completing thorough due diligence, they converted to Prime.

Quite Ready for Prime Time

Lloyd Purdy needed a solution that took them to the next level at a price that wouldn't compromise their goals. "We knew it could drive our agency's future. The capabilities were enormous, but it was geared for the smaller agency," said Walsh.

Prime also made life simpler for the agency's constantly multi-tasking team. "Prime adapts to our needs. For example, the policy detail codes are flexible and can be changed. If you're insuring a dwelling, you could type in 'D-W-E-L-L,'" said Walsh. "On our other system, you had to memorize the various codes and remember that 'DF' meant dwelling. We had to adapt to it—Prime adapts to us."

The agency is now close to being paperless, scanning mail and faxes into the system and handling renewals, quotes and certificates by e-mail. "It's a simple drag-and-drop process that saves us about \$200 in postage a month," said Walsh. "A good example happened today. A lawyer client called and asked for his application to be sent to his office e-mail. I went into the account, right-clicked to make a PDF and selected his work e-mail to get him what he needed in just 20 seconds, instead of the five-to-ten minutes it would take to print it out and mail or fax."

Walsh sees only one downside to this streamlined, 'paper-light' environment.

"My waistline is getting thicker because I never have to leave my desk anymore," she said.

Increasing Productivity with Commercial Lines Download

Prime, in conjunction with Commercial Lines Download, has reduced the time previously spent processing paper, as well. "With Commercial Lines Download, we can download all the forms attached to a policy, so we don't have to go searching through the website for these," said Walsh. "We're able to service our clients just as fast as the big guys and make our lives easier in the process."

Letters Made Easy

Walsh uses the mail-merge feature to send out holiday greetings and the generic letters in Prime to save time and make her life easier. "I already did three this morning," said Walsh. "This feature is a huge timesaver in January, especially, when workers' comp policy renewals go out."

Prime also enables the agency to create and store its own custom letters, as well as generate database-driven, cross-sell and marketing campaigns. "The real key is to be as detailed as you can with input and notes. The more complete your customer data, the more the system can work for you—not only on your marketing campaigns but on auto-filling your forms," said Walsh.

Accounting Features Add Value

The accounting function within Prime has greatly reduced the time Walsh spent on month-end accounting. "Accounting

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— Ann Walsh, Principal, Lloyd Purdy and Company

has never been my great love," Walsh said. "With Prime, I can do my month-end in five minutes. When I was doing it manually, it used to take me four hours."

It also puts at her fingertips the information she needs to answer inquiries. "If a customer calls and asks how much he owes, I use TransactNOW to quickly check on the policy and go to carrier info in real-time, instead of putting him on hold or calling him back."

A Flexible System—a Responsive Provider

One of the reasons the principals chose Prime was for its integration with other Vertafore products, such as Producer Plus, to help the agency expand into new business areas. "For example, if we were calling on an oriental rug dealer, Producer Plus would enable us to learn about the industry and the necessary coverages before we called on the prospective customer," said Walsh.

She's also a big fan of and is actively involved in the AMS Users Group. "Vertafore is unique in the way it partners with its users," explains Walsh. "Users of all platforms are listened to and made to feel important. I want to be involved and make product suggestions. I can

e-mail someone in product development and get a response or talk directly to management at conferences and other events. Even though we're a small agency, our opinions matter."

Some Dramatic Results

Lloyd Purdy and Company Insurance's use of Prime and supporting technologies paid off in a big way. "Since we've started the automation process, we've been able to go from 10 full-time employees to a staff of three, while increasing our business," said Walsh. "We are able to manage our accounts and provide outstanding service to our customers, with seven fewer people."

Prime also enables the agency to compete. "We realized early on that we are living in a world where everyone wants everything now. If we didn't take the leap—if we didn't invest in and embrace technology—someone else would be getting that contractor quote in a minute, while it took us hours. Someone else would ultimately get that customer's business. Prime is the right product at the right price for agencies like ours. It's flexible, it's easy to learn and it enables us to sit and sell—and, ultimately, to succeed."

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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