



Vertafore™

Unleash your potential

Moody Insurance Agency



Vertafore Solutions

- AMS 360® Online
- Direct Bill Commission Statement Download
- Service 24/7
- BenefitPoint®
- Sage®

Benefits

- Employees get a complete view of customer interactions with one click
- Document360 supports paperless environment, eliminating paper files and physical storage needs
- Eliminated the need for a communications line between offices
- Proposal template eliminates duplicate entry
- Service 24/7 provides a critical marketing tool to increase commercial lines business
- BenefitPoint automates RFP process, policy management and document storage for benefits selling
- Efficiencies combine to support growing business without adding significant overhead

Proven Results

- Doubled premium volume over a five-year period, with only a 25 percent increase in staff
- Automation efficiencies enable account managers to service \$8 million to \$9 million in premium each, instead of industry-standard \$2.5 million
- Revenue per employee is well above national average

Moody Insurance Agency supports agency growth by getting the most out of their Vertafore solutions.

Moody Insurance Agency, Inc. opened its doors in 1972, originally providing insurance and surety for Colorado's construction industry. Over the years, the agency expanded its product offerings to include all types of commercial and personal lines insurance, business risk management and employee benefits for entrepreneurs and businesses of all sizes, in a variety of industries, all while experiencing tremendous growth.

Today, with \$100 million in premium, thousands of customers and more than 90 employees working in its Denver and Grand Junction, Colo., offices, Moody Insurance is now the third-largest, privately-held agency in the state. It is also the winner of the 2007 AMS Users Group Automation Excellence Award for its effective use of technology to improve profitability and efficiency. This automation supports its massive growth—not through custom programming, but by making full use of the technology at hand.

"We didn't hire a developer or create our own technology. We made full use of our Vertafore systems and the technology that was out there and available to us—and saw results," said Patty McQuade, vice president and chief information officer for Moody Insurance Agency.

A System for Success

The agency's philosophy is fairly simple. "We want to keep our producers focused on selling," explained McQuade. "They write proposals, and our service team backs them up. We do everything we can to put the information they need at our service team's fingertips." This effort started with T-Filing back in 1995, centralizing electronic data—and making paper files history.

Since 1998, Moody Insurance has been a Vertafore customer, moving from AfW® In-house to AfW Online and now uses the online version of AMS 360®. "We have a branch office that's 250 miles away. Going online improved their system performance on day one. It also eliminated the need for an expensive communications line between offices," said McQuade. "Our owners and, if need be, our employees have remote access to our system information. Our producers can check their e-mail on their PDAs. We also have peace of mind in case of disaster. I'm not carrying a backup tape of our business lifeline home in my briefcase every night."

For Moody, the less paper, the higher the efficiency. "We've set up a system where all our faxes go into our receptionist's inbox for efficient electronic distribution—and these can be attached to our customer accounts in AMS 360," said McQuade. "We're also front-end scanning, including mail, using Document360, which saves us even more time and paper." The agency has also set up an e-mail archive for every incoming and outgoing e-mail to guard against errors and omissions (E&O).

Moody's commercial lines department makes good use of the proposal template in AMS 360 to eliminate duplicate entry and reduce opportunity for error. "Even our accounting department scans everything

and then attaches to AMS 360, and uses Direct Bill Commission Statement Download whenever possible,” said McQuade. “We have the system, and our goal is to use 100 percent of the system agency-wide. I don’t think there is a better system out there than AMS 360.”

Growing Business by Offering More

Moody’s commercial accounts have access to Service 24/7—an integrated, self-service portal where agency customers can get direct access to manage their accounts online twenty-four hours a day. “We use Service 24/7 as a sales tool,” McQuade said. “If you’re going to go after big accounts, you have to offer this type of option.”

As the agency’s benefits business grew from a one-person operation to nine, its system support followed suit, recently transitioning to BenefitPoint. “We utilize the system for its automated RFP process, policy management and document storage,” said McQuade.

Empowering Employees to Work Smarter

McQuade is quick to point out that an agency can gain great benefits from making changes that don’t cost a lot of money or take a lot of time to implement. For example, most Moody Insurance employees have two monitors on their desks—a trend McQuade discovered while participating in the AMS Users Group eCommunities, a resource she recommends to all agents. “They can pull up a customer’s e-mail on one monitor and search AMS 360 for the answer on the other. It eliminates the

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need to print out the e-mail, then look for the information online,” said McQuade. “It may seem like a small thing, but the configuration makes things so much more efficient that it makes a big difference in productivity. If a monitor goes out and an employee is down to just one, it’s an event.”

Just like AMS 360 puts a full customer view in one place, Moody Insurance has put everything their employees need in one place. Employees can access AMS 360, the company intranet and their online HR resource all through the agency’s website. In addition, Moody uses Sage, an electronic reference resource where staff members can quickly look up class codes, protection numbers and other updated content.

Clear Strategy, Measurable Results

How much of a difference has Moody Insurance’s automation excellence made? In a five-year period, the agency doubled its premium volume but only increased staff by 25 percent. Account managers who handled \$2.5 million in premiums each now handle \$8 to \$9 million. “Although I can’t disclose the actual number, I can tell you our revenue per employee is well above the national average. We have the tools in place to

work faster, work smarter and to support the business our outstanding team of producers brings in,” said McQuade.

According to McQuade, the catalyst for the agency’s technological success starts at the top. “Our owners have always been committed to getting the most out of our technology. They understand that to do business in this market, you have to embrace change,” she said. “We don’t jump on every bandwagon, and we don’t make every change at once. We find out what will work for us, and we implement it in stages.”

The key to success, McQuade believes, is never giving up too soon. “Agents need to stick with the technology to see the benefits. They can’t quit after just a month or two,” said McQuade. “My philosophy is, if it’s not working, let’s see what we can do to fix it. Work through the issues, but don’t take a step backwards.”

It’s a philosophy that continues to pay off for Moody Insurance Agency, without programmers, without proprietary programs, without anything more than truly taking advantage of the technology available right here and right now. “Every agency has a system. Use your system to its full potential and you will see great results. It’s really that simple,” said McQuade.

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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