



Vertafore™

Unleash your potential

CAI Insurance



When CAI Insurance opened its doors in 1955 it had three employees, a focus on life insurance and financial planning and an owner, Carl Schlotman Sr., who believed in spending quality time with his customers.

Today, this Cincinnati, Ohio-based, family-owned agency offers a full range of commercial lines, personal lines and benefits products. It employs 45 staff members and earns \$6.5 million in revenue, differentiating itself from the competition with a consultative approach to insurance and by spending time with customers to identify what they really need. What the agency doesn't spend time on is managing carrier passwords and re-keying data.

Vertafore Solutions

- AMS 360®
- TransactNOW®
- PL Rating™

Benefits

- **Streamlines processes**—Eliminates need to manage multiple passwords and logins and provides a single-entry workflow to carrier sites
- **Maximizes efficiency**—Reduces time spent on quoting and customer inquiries
- **Increases accuracy**—Reduces margin of error and eliminates need for re-keying information
- **Enables better service**—Allows CSRs to get answers quickly and focus on customer relationships

Proven Results

- **90 percent time savings**—Multiple personal lines quotes can be generated in two to three minutes instead of 30 minutes each previously
- **Real-time rating**—Saves a conservative eight and a half hours per month on new business quotes and an additional eight hours on renewal quoting
- **Connectivity**—CSRs are able to answer most customer inquiries on the spot, with no callbacks or phone tag

CAI Insurance is no stranger to technology. They've been a Vertafore customer since 1986 and are currently using AMS 360 for agency management. Although the agency staff takes pride in providing exceptional service, they were falling short on certain types of customer inquiries. The deficit came not for lack of trying, but from the absence of an efficient way to get data from carrier websites, which each required a different password.

"A customer would call in with a billing question, a claim question or a policy inquiry, something as simple as, 'I got a late-pay notice. How much do I owe?' Our CSR would write the question down, hang up the phone, find the password for that particular carrier's website, log in and pull up the customer's account to get the answer. Then she would call the customer back, which typically ended up becoming a case of extended phone tag," said Carl Schlotman III, president of CAI Insurance. "It was frustrating, not only for our people, but for our customers. They wanted to know why they had to wait so long to get an answer to a simple question. We had to ask ourselves that same question."

Enter TransactNOW

When Vertafore introduced TransactNOW, Schlotman was ready. This tool allows real-time single-entry workflow that streamlines connections with carrier websites, so a CSR can move from the agency management system to the desired carrier site by simply pressing a button. "Basically, you set up all of your employee passwords and logins in the system one time," said Schlotman. "It made a lot more sense to enter this data once and forget it, instead of every employee entering that password every time he or she went to the site. I thought it was a great concept that could really save us time."

However, his employees weren't so quick to jump on the bandwagon. "It was a situation of me, the owner, shoving TransactNOW down their throats, and that never works," said Schlotman. "But then, my most technically-averse employee actually tried it, loved it and started telling everyone about it. She'd say, 'You're not going to believe how easy this is—you just click and go.' I didn't have to sell TransactNOW anymore. She did the pitching for me. After that, the use of

TransactNOW exploded at our agency, and we've all been using it ever since."

Now, when a customer calls about a billing transaction or claim, the answer is immediate. "Our CSRs take the customer's call, click a button and immediately go to the carrier website and get the answer while that customer is still on the phone," said Schlotman.

TransactNOW is such a fundamental part of CAI that it makes a difference in their choice of carriers.

"In the last couple of years, some of our top companies have dropped off because they didn't offer a TransactNOW interface. They simply became too difficult to do business with," said Schlotman.

The Agency Gets Real with Rating, too

Real-time connectivity plays a big role in CAI's quoting process, as well. "In the past, we had comparative rating, where we entered information and got 60 different quotes—book rates—that we could offer our customers. As carrier websites became the norm, comparative rating went by the wayside. The only way to get an accurate rate was to go into each carrier's website, input the data and get your quote," explained Schlotman. "Each of those quotes took about 20 to 30 minutes. If you rated six carriers that meant spending two, maybe three hours to get a personal lines quote."

"Either the CSR took three hours to get six quotes for a \$2,000 homeowner's policy, in which case, after commissions,

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I've already lost money," Schlotman explained. "Or, the CSR would do the thing we say we don't do as independent agents: quote only one company. That goes against the very thing that makes independent agents different. Neither option was good. If things didn't change, we had to reconsider our personal lines business."

Luckily, Schlotman was presented with another option: PL Rating. "PL Rating is a hosted product that offers single-entry transaction processing for direct access to rates from multiple carriers. Instead of repeatedly entering the same information in individual carriers' websites, PL Rating does the work. If you're working with an existing customer, it transfers that data from AMS 360 and pre-fills the quote form. If it's a new customer, we input the required data one time," explained Schlotman. "You select which companies you want to rate, click a button, and in about two to three minutes, you have 12 accurate personal lines quotes to present to the customer."

With an average of 30 to 40 new customer quotes a month, CAI saves, at the very least, eight and a half hours

per month in new business quotes alone—and an additional eight-plus hours on renewals. "We're able to deliver the type of service we want to our customers without losing money in the process," said Schlotman.

All of these real-time connectivity tools add up to big benefits for CAI Insurance. They save time on customer inquiries and quoting and give back time that can be used for meaningful customer interactions. It all works together to make CAI Insurance one of the largest privately-held independent agents in its region.

"Connectivity has gotten us back on track," said Schlotman. "We can deliver the kind of service our customers expect from us. We can spend the time looking at their needs and not searching for passwords. That's how we want to do business."

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.

