

Connected Office for **INSURANCE** Success



The Customer

Bradley's Insurance is one of the largest and best-known insurance brokers in Eastern Ontario and Western Québec. Now in its third generation of family ownership, Bradley's continues to celebrate new successes as it rises to meet new challenges. With strong family and community roots, the company continues to have high hopes for the future while keeping a deep respect for the old-fashioned values that have been its foundation for more than 50 years. They provide a wide range of insurance services including personal liability, commercial, farm and life insurance as well as financial services.

The Situation

Despite being a long-standing player in a fairly traditional market, Bradley's Insurance is not a staid organization content to simply 'go with the flow'. They might embody small-town values but are nonetheless constantly looking at new ways to improve their service levels. Or in their own words, Bradley's "value our roots and build on yesterday's success to meet tomorrow's challenges." Ray Shannon, VP and Managing Partner at Bradley's, appreciates the role technology plays in maintaining smooth day-to-day operations at his firm. With multiple locations and 65 employees reliant on their infrastructure and their insurance-specific line of business applications (Power Broker and Compu-Quote primarily) Ray understood there is a cost to not being available when their clients or prospective clients need them.

Bradley's is a large insurance broker, with multiple locations – making the management of their IT infrastructure all the more challenging. The Utility Company approached Bradley's once in the past and the idea of having a **team** of experts proactively monitoring their infrastructure and being always available resonated with Mr. Shannon – who is in charge of Bradley's technology needs.

A bit of a technology visionary himself, when Ray heard that The Utility Company's technicians had certified the specific line of business software packages that Bradley's relies on the most, he was ready to make a change

The Solution

Regardless of size, affiliation or location, or how they get their service delivered today, insurance companies are **reliant** on their technology. Insurance, as a product, is viewed by consumers as a fairly homogeneous product, so **customer service** and **price** are their main tools for customer acquisition and retention. In order to provide quick/efficient customer service, insurers like Bradley's rely on technology for:

- Internet access (pipe to the carriers)
- Phone systems
- Email
- Quoting tools (such as Compu-Quote)
- Line of Business software – i.e. Power Broker, The Agency Manager

After taking the **Utility Meter Reading** to get a good understanding of Bradley's overall technology spending and utilization, Shannon understood that if they wanted to achieve a **price differentiation** over their competitors, they could realize **significant cost-savings** with a move to a Connected Office (CO) for Insurance solution. Besides the inherent **value of uptime** to their daily operations, Ray could see the very real possibility of over 50% cost-savings on technology per month by moving to a 95% remote, but 100% proactive, solution.

The Result

The CO Insurance service program provides Utility customers with a single point of contact to deliver and manage all of their technology, communications and vertical line of business applications – **95% Remote; 100% Proactive**. For Bradley's this has meant:

- **No more calling their software vendor to be told that it is a network problem**
- **Having 1-866-My-Utility as the one number to call versus waiting for outside support to arrive or taxing internal employees (acting 'go-to' IT person)**
- **Saving over 50% from their current technology spending while getting a better, faster and greener service!**

Customer's Thoughts

"From an end-user perspective, we prefer having a single point of contact for our technology, including our primary line of business application, Power Broker," stated Ray Shannon, VP & Partner of Bradley's Insurance Ltd. "The Utility Certified Vendor Program provides us the peace of mind that Utility has taken the necessary steps to support our specific industry (insurance) and technology challenges. When The Utility Company says there is 'a new way' of doing things, they mean it. This 'new way' has taken a little getting used to, our employees were conditioned to having someone come onsite, but in a recent satisfaction survey we conducted, we've seen that the majority of users understand that if they have an issue, a quick phone call to 1-866-My-Utility gets them immediate service."

"Comments such as **"Quick response time"**, **" Knowledgeable and competent technical support"** and **"it seems to be a fast way of getting a computer problem solved without running around the office looking for the IT guy"** tell me our employees are getting through any growing pains we might have had and see the value in the service we are now receiving."

Utility's View

"We have spent the past year developing Connected Office® service bundles for knowledge-based market verticals that are increasingly more reliant on technology, ranging from infrastructure to communications to industry-specific line of business applications," stated Mark Scott, President and Founder of The Utility Company. "Today's economy requires professional services firms to become more efficient and look at areas, like technology, where they can reduce costs. Our virtual IT approach results in 95% of our service being delivered remotely and 100% proactively."

"When we first created our Connected Office services we wanted to give the small- to medium-sized organization the service they needed at prices they could afford. To do this, we stress a consultative approach to selling – much like a good broker like Bradley's Insurance does. You meet with a prospective client, assess where they are today, and where they want to be tomorrow. Instead of asking a person about their future personal plans, we are assessing their business' reliance on the tools they use to do their job. Unlike other IT service providers, we differentiate ourselves by the fact that the less problems Bradley's have the more profitable we can both be - so we also need to act like insurance brokers do and properly assess the risks inherent in providing service to that client before entering a relationship."

About The Utility Company

The Utility Company® is a leading provider of virtual IT service and support for small and medium-sized businesses, delivering the required hardware, software and service for a monthly fixed fee per user.

Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive**.

Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization – our Beyond Managed Services® franchise opportunity is available by prospectus only.

Learn how to make technology work for your business today at theutilitycompany.com