

CASE STUDY

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Get Online! With I-Engineering's I-Net Online Rating & Quoting System

After viewing several on-line demonstrations at conferences and hearing from several of our producers, it was clear to us that we needed to provide a way for our agents to gain access to instant quotes, yet still provide the valuable service as usual of providing several markets and options for delivering the best policy at the best rates possible.



Lauri Klotz
Assistant Vice President



Dianne Shelton
Director of Operations



S.O.A.R.
Simple Online Application & Rating

Several of our markets provide systems that do instant rating, but if we have our producers go straight to their systems, not only are we not playing as much a role in that transaction, our producer is getting only one rate. "That really does take us out of the equation, and that is what we are here for, to shop. To shop the carriers to get them a good rate with good coverage."

"We pride ourselves on staying ahead of the technology curve. We have been early adopters of many other systems, like Image Right and AIM, and it has really helped our business. When we started looking at internet quoting systems, Lauri looked at it and knew there was a need, because Lauri is very technology advanced and we have to stay ahead so she really drove this. But we did sit in on and look at several online systems, it was just finding the right one for us."

"At the time that we started to look at I-Net, I had already made up my mind that we would be going with a different product. In

preparation for that though, we started to see that there were limitations in the product I had chosen and that we would be constrained in how we used it. Then came I-Net, and those limitations did not exist. I-Net said personal lines, commercial lines, multiple carriers, no problem. So we moved ahead and built SOAR."

"Not only that, with I-Net, the system is completely modifiable. We do not have to rely on the people at **I-Engineering** to do that for us. With any of the other systems we didn't have a choice," Lauri. "We are seeing exponential growth in the use of the I-Net system by our producers. Our retail agents love it and brag about it constantly. And with some of the smaller programs that we have, we no longer have to touch it. The more that we get people to use I-Net, the more we are going to realize the substantial savings on time internally." **"Our bind ratio on quotes was a little over 30%. With I-Net it is at 80%! We are no longer having to prepare quotes for the 70% of requests that end up getting turned down. That is a lot of savings."**

"We no longer have our underwriters 'spinning' their wheels on business that is not going to get bound, what a time saver !!"

~ Lauri Klotz



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