



STATUS

(Service Tracking And Timeline Updating System)

Checklist



MARSHBERRY

Exceeding the Standard



STATUS Checklist

Pre-Work

- Assign an organizational champion who will set up internal users on the STATUS technology and design the boiler templates
- Create a folder to house agency/broker logos and any pictures you want to embed within the STATUS report
- Create boiler verbiage for:
 - Objective
 - Our Company
 - Our Differentiation Approach
 - Our Commitment to Clients
 - Service Commitment Contract

(these items are optional within the STATUS technology. If you do not wish to have these titles or wish to include alternative information, you will have the flexibility to do so)

- Create an internal list of people (names, title, contact info, etc.) who will have access to the system

Capability Inventory

- Create listing of all organizational value-added services
- Create general account or service categories (i.e. general standards, P&C, benefits, etc.) that the individual service activities can be tied into

Cost-based Option List

- Estimate time, cost or points of delivery each service
- Create bands based on account size (i.e. jumbo, large, middle market, emerging, etc.)
- Align total time, cost or points allocation to each account size band

Commitment - Internal

- Secure executive level commitment to implement and oversee the value-added service program
- Establish internal roles and responsibilities for designing, implementing and executing a service timeline agreement
- Create an internal education and training program
- Establish minimum account requirements for implementation of the program (by size, relationship, etc.) *Many agents/brokers only mandate a service timeline agreement on the top 20% of accounts.*
- Leverage a common service timeline technology platform for all employees to access

Commitment - External

- Establish a common pitch for personnel to sell the value of the program to insureds
- Establish a "joint service agreement" for insured and agency to sign to gain mutual commitment
- Formalize process for securing agent/broker-customer review of plan

STATUS Checklist

Compliance

- Within STATUS, design a desired standard agency/broker timeline boiler to ensure consistency of various service timelines
- For each account timeline developed for specific insureds, ensure service timeline agreements list services to be provided, the agency/broker champion of each service, and target completion date
- Establish an executive level review process for reviewing individual service plans before they are submitted to clients
- Implement an executive level review process for monitoring delivery of the plan
- Administer internal education and training reenforcement programs

Communication

- Mandate formal delivery of stewardship reports to insured and track completion

Compensation Incentives

- Establish system to circulate new business production versus goal
- Define mechanism and process to periodically review individual compliance scores
- Tie non-production staff bonuses to overall agency growth
- Modify non-production staff bonuses based on individual service timeline compliance scores

Culture Shift

- Formally communicate to service personnel the benefits of implementing a value-added service timeline and the cultural shift being achieved
- Define and quantify goals and objectives of the program
- Create a mechanism to track results

Career Pathing

- Reinforce roles and responsibilities associated with organic growth and value-added service timelines
- Establish goal setting for divisions, teams and/or individuals that can be tracked through the value-added service program
- Incorporate value-added service delivery into annual review

Competitive Advantage

- Establish a system to measure retention rates
- Establish a system to measure “success metrics” as determined by your organization
- Formalize a process to solicit insured feedback and ask for referrals
- Solicit internal feedback



Marsh, Berry & Company, Inc.
4420 Sherwin Road
Willoughby, Ohio 44094

800-426-2774

www.MarshBerry.com