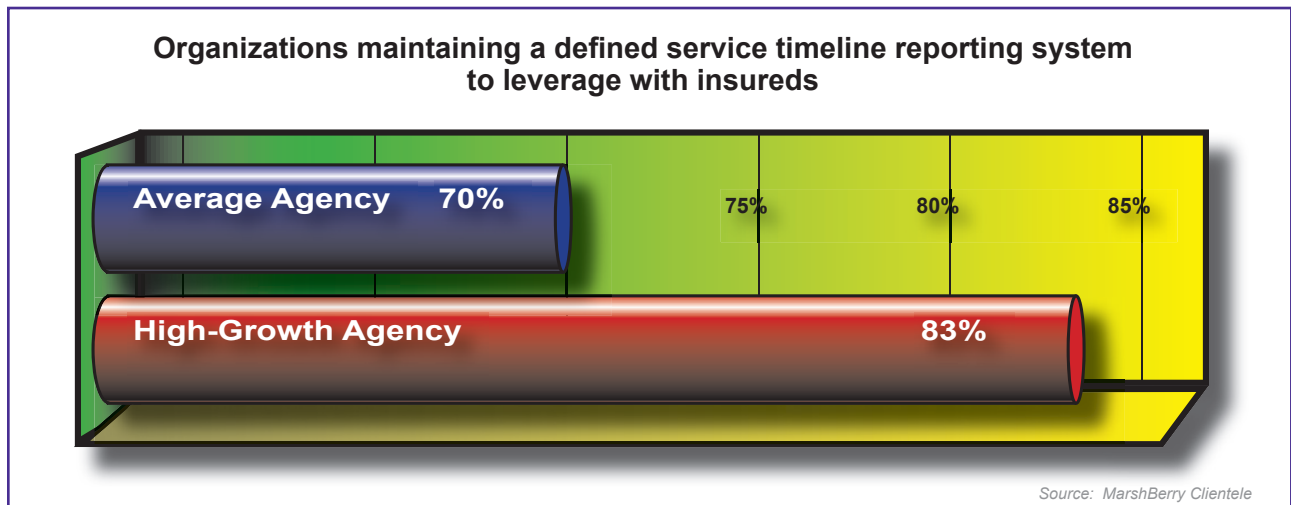


Driving Organic Growth - Value-Added Service Timelines

Maintaining a defined value-added service timeline process is essential to successfully delivering a proactive differentiation proposition. While many of the nation's fastest growing agents and brokers maintain value-added service platforms, very few have a fully functional process in place.

Systematic execution and communication of a value-added service platform cannot only be a key differentiator for your business, it must also be an integral customer contact strategy that increases both account retention and new business production.



While 70% of agents and 83% of high-growth agents and brokers report having a tracking system, many lack an institutionalized process for delivering the program. Only:

- 36% feel that service timelines are consistent across the insurance organization
- 21% are comfortable with the balance between account service and internal profitability
- 27% formally train agency/broker personnel on managing and delivering the program
- 20% of executives or sales managers measure/monitor/track each client's service timeline
- 14% mandate communication of the service plan results with the insured
- 7% tie internal compliance to compensation

Enclosed within this mailing is an overview relative to installing a value-added service platform. We hope you find the material beneficial as you gain traction in your organic growth strategy.

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