



Special Risk Insurance

\$9 million in premiums | 5 employees

Special Risk Insurance, Inc. Saves Time, Eliminates Paper and Gains Efficiency with AMS 360® v2.0

Special Risk Insurance, Inc. (SRI) was chartered in 1991 and is headquartered in Baton Rouge, Louisiana. As a regional director for VFIS — and the company’s third largest producer — SRI specializes in providing insurance to emergency service organizations in both Louisiana and Mississippi. With \$9 million in premiums and a five-person staff, this agency, like its clients, has to work as fast and efficiently as possible. A strong work ethic, a paperless environment and an agency management system that simplifies workflow make it all possible.

Special Risk Insurance, Inc. understands the concept of “fast on your feet.” This Baton Rouge-based agency is planted firmly in hurricane country – with Rita and Katrina being the last of the ladies to leave a lasting impression on the region. The company was started by an equally strong lady – Lynda Vince – who, after running the emergency service insurance program for ten years, purchased the agency in 1991. Today, with two salespeople – one of them being Lynda – two CSRs, and son and agency president T. David Stogner running the office, accounting and agency technology, SRI serves more than 700 accounts across two states, totaling \$9 million in premiums. The key to its success? A focused market niche, an outstanding service level and the constant dedication to using technology to streamline workflows.

Productivity, Not Paper

Special Risk Insurance, Inc. has been an AMS Services customer since the agency began – and an active participant in research and development. The agency was not only the beta test site for AMS 360 v1.5, but also for AMS 360 v2.0, beginning in June of 2006. What Stogner saw in this later iteration is something he knew would make a major impact.

“With AMS AfW, we had a good system, but not a lot of flexibility,” Stogner said. “The good thing about AMS 360 is that it’s Internet-based. AMS 360 v2.0 takes something good and improves the workflow. In our case, it makes us about 15 percent more productive.”

Stogner is a strong proponent of the paperless environment and of the Document360 feature in version 2.0. “Document360 makes all the difference in the world,” he said. “Before, our CSRs had to spend a lot of time away from their desks. With AMS 360 v2.0, they scan the endorsements, go back to their desks, open AMS 360 and click on Get Documents. The system goes out and searches, then brings the documents into the folder. All the

Agency Snapshot

Special Risk Insurance, Inc. is a regional director of VFIS in Mississippi and Louisiana, providing specialized insurance products to emergency service organizations throughout the region. Headquartered in Baton Rouge, this five-person family-owned agency has grown to \$9 million in premiums in only 25 years, and enjoys a renewal rate of nearly 98 percent.

TYPES OF BUSINESS

Specialized insurance products for emergency insurance organization

AMS PRODUCT USED

– AMS 360 v2.0

AMS 360 v2.0 Benefits

INCREASES PRODUCTIVITY

No need to leave the desk to search for files; everything is on the system.

INCREASES SERVICE

Complete account history is at the CSRs’ fingertips, so they can answer customer questions on the spot.

ELIMINATES NEED FOR ADDITIONAL STORAGE SPACE

Document360 enables all paper – including vendor invoices – to be housed and managed on the system.

DRIVES E&O COMPLIANCE

Activity log enables CSRs to keep electronic records of each customer interaction on the system.

RESULTS

- 50% increase in CSR productivity from AfW to a paperless environment facilitated by AMS 360 v2.0.
- Overall 15% increase in workflow productivity from AMS 360 v1.5 to AMS 360 v2.0.
- Saves one to two hours processing and filing vendor payables each month.
- Enables two CSRs to handle more than double the industry average premium.
- Saves 15-20 minutes to process certificates.
- Saves 10-15 minutes to process renewals.
- Paperless workflow eliminates need for – and costs for – dead file storage.

CSR has to do is select and attach to the Activity Account. It's one step. I believe customers going from AMS AfW today to AMS 360 v2.0, and going paperless, will easily see a 50 percent increase in CSR productivity."

Mary DeSilvey, the agency's veteran CSR, estimates that, with AMS 360 v2.0, she saves 10-15 minutes on every renewal she processes, and 15-20 minutes when she issues certificates. "Instead of pulling physical information from a file and re-keying, I just pull up the previous certificate, update the information and print it out," she said.

A Complete Customer View

Stogner has taken this paperless environment one step further. "Our CSRs take no handwritten notes. If a customer calls the office, they open the Activity Log feature, type in the phone conversation and this attaches to the account," said Stogner. "This not only gives us a full view of every customer interaction, it's also a huge help with E&O compliance."

If one of the CSRs is going to be out of the office, v2.0's out of office assistant enables her to send the unprocessed document to the other for processing while she's away. Plus, having the total customer view on the system brings service levels to a new level. "If a customer calls with a question, I don't have to get out of my chair to find the answer. Even if I wasn't the person who initially helped the customer, I can quickly see all the previous conversations and interactions right on the system. I can find what they need quickly, while I have them on the phone," DeSilvey said.

Vendor Payables and Reporting Made Easier

AMS 360 v2.0 has an enhanced Vendors Payable feature to schedule and track payments. But, to Stogner, the real beauty is in his shredder. "AMS 360 was designed to start to make the office paperless by storing all the customer files within the system. That's good for CSRs, but not so good for the accountant. I had gas bills, utility bills, cable bills – and spent a lot of time processing paper and creating paper files," he said. "With version 2.0, I can now scan my utility bills, pull these into Document360, attach that invoice to the vendor and store the actual scanned invoice into the system. I pay the invoice as usual – then, throw away the paper bill. I freed up two drawers in my desk, and save about an hour – sometimes two – paying bills at the beginning of every month."

The AMS 360 v2.0 reporting feature is also a favorite of Stogner's. "With version 2.0, I don't have to be in the office to send the accounting report. I just schedule it, hit a button and the system does it automatically," he said. "Linda likes to review the claim reports, so at the end of the month the system automatically spools this to her and to the CSR who handles our claims for updates."

Is it possible to realize such big benefits only four months into using AMS 360 v2.0? According to Stogner, the answer is a resounding yes. "The industry average for CSRs is to handle \$500K to \$1.7 million in premiums. With AMS 360 v2.0, my CSRs can handle \$4 million each."

DeSilvey offers up a slightly different perspective. "We can go to lunch now," she said. "The system gives us enough time back to get more done in a normal day."

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**— T. David Stogner, President
Special Risk Insurance**

AMS Services is dedicated to helping independent property and casualty insurance agencies achieve maximum performance and operational efficiency. The company offers a comprehensive, insurance-specific solution for managing critical business activities, including agency management, rating, benefits, performance management and carrier connectivity. With more than 150,000 users in over 15,000 agencies, as well as 600 carrier partners, AMS Services is a proven market leader providing the strategy and scalability to help independent agencies excel now and in the future.

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