

Barney and Barney deploys Client Service Review System Achieves 89% Client Response Rate

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BARNEY AND BARNEY

The insurance firm Barney and Barney has been *in business* for nearly 100 years. The company prides itself on closely working with their clients; the tagline on the Barney and Barney website is, "We listen to insure your success." However, as Barney and Barney recently found out, listening alone sometimes *is not* enough; it's the way that you ask that can make a big difference in how to better serve your clients.

Constantly seeking to improve and refine services, Barney and Barney decided to implement a state of the art client service review solution by Active Retention. This solution guaranteed a minimum client response rate of 50% and was said to deliver exceptionally candid customer feedback. The results were compelling from both a service and sales standpoint.

"The value of receiving truly candid feedback from service-related perspectives was priceless to our organization," Kathy Ybarrondo, a Barney & Barney Principal said. "It allowed us to focus on specific needs and wants on a client-by-client basis – identifying service issues and capitalizing on cross selling and referral opportunities."

Over 78% of the clients who were contacted *chose* to participate. Of those clients, 89% completed and submitted the web based surveys. With traditional satisfaction surveys typically generating a 25% response, Barney and Barney was delighted to achieve a response rate approaching 90%. Almost 40% of their clients identified specific products they were interested in discussing within 30 days and 25% of their clients offered to actively assist Barney and Barney with referrals within 30 days.

Because of the unique methodology and survey design, Active Retention was also able to identify 14 clients who were purchasing insurance products with competitors, and were dissatisfied with those services. This is a potential win-win scenario for Barney and their clients. It affords Barney the opportunity to meet with another sponsor within the client account, offer improved services around those specific products and further expand their relationship within that organization.

Barney & Barney Client Service Review Project		
	Contact Response	Response Percentage
Total Client Contacts	183	100%
Opted In (said they would participate)	143	78%
Surveys Completed	127	89%
Immediate Cross Selling Opportunities	50	39%
Offered to actively assist with referrals	32	25%
Competitive selling opportunities identified	14	11%

Even though only 3% of their clients needed immediate service attention, one of these clients was flagged red, as imminently ready to leave. "One of our major clients was identified by Active Retention as ready to leave – our team met with this client and turned them around," Ybarrondo said. "That alone was worth the price of our entire investment."

With the help of Active Retention, the Barney and Barney team uncovered the source of the client's dissatisfaction and fixed the problem – service issues are often addressable if clients have an effective means of communication. This often requires both asking and listening in a way that makes the clients extremely comfortable.

Active Retention's predictive client questionnaires are often mistaken for customer surveys, but they do so much more. With Active Retention's Client Service Review system, a firm can ferret out client problems or concerns and address them before they get bigger turning your current client into a former one.

Active Retention leverages their Active Email technology to distribute survey results to the responsible sales person, service person and management within 24 hours of survey completion. The survey is reviewed by an Active Retention analyst, color coded (Green is an immediate opportunity, yellow is a caution and red is indicative of a client issue which must be addressed immediately). These color coded emails are *one* of the keys to effective resolution of client issues and follow up for client opportunities. Active Retention refers to the rapid dissemination of information as actionable. Barney and Barney look at this in another way – it allows them to better listen to their clients and insure their success.

About Active Retention

Active Retention has developed a Client Service Review solution which yields survey response rates over 50% and guarantees the results will be immediately actionable. Actionable is a key word at Active Retention. Survey results are reviewed by our expert analysts and our industry leading technology pushes the results to the responsible sales and service teams – all within 24 hours of receipt. Our predictive surveys uncover hidden cross selling, referral opportunities and retention risks. We then provide detailed information on the immediate actions which should be taken. Some clients say our results are impressive, but in many cases, they are startling. Many of our projects result in hundreds of net referrals and cross selling opportunities. That is why Active Retention guarantees a 300% ROI on all projects – in writing.

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About Barney and Barney

Barney and Barney has been in business since 1909, is privately owned, and is ranked among the top 40 privately owned insurance brokerage firms in the U.S. They understand the importance of protecting a business and the employees who contribute to its success. That's why they provide you access to more markets than most insurance brokers, including the world's largest and strongest insurers. Barney and Barney helps clients develop strategies to reduce workplace injury and retain top-notch employees. Barney and Barney is committed to exceeding client expectations. As an [Assurex Global](#) partner, Barney and Barney is affiliated with the worlds' largest privately held risk management and commercial insurance brokerage group. With combined annual insurance premiums exceeding \$19 billion, Assurex Global is comprised of 130-plus independent brokers located across the United States and on 6 continents. As an Assurex Global partner, Barney & Barney is uniquely qualified to solve global needs.

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