

Thilman Filippini Case Study

Building Trust Before Transactions Thilman Filippini leverages new technology

Thilman Filippini, an HRH company, is the 8th largest insurance intermediary in the US and 10th largest in the world and a leader in defining the parameters, techniques and technologies of risk management, insurance brokerage and employee benefit-plan design and administration. Located in downtown Chicago and ranked in the top industry echelon, TF remains accountable to its clients. Over the years, they have remained steadfast in their founding belief that building solid relationships—trust—is far more important than conducting transactions. Thilman Filippini has become a leader in defining the parameters, techniques and technologies of risk management, insurance brokerage and employee benefit-plan design and administration. TF turned to Client Service Reviews to ensure they were continuing to do right by every one of their clients.

As agencies expand and grow, they need to deliver the same level of personalized service to their clients. Thilman Filippini, continually seeking to innovate and improve customer service, sought a better way of communicating with their clients. They had tried satisfaction surveys in the past with only lukewarm results. They also found that it was difficult to then act upon the information collected through the typical satisfaction survey. This was not a good enough approach to deliver the superior service that was part of Thilman Filippini's mantra. Then, TF came upon a new methodology called Client Service Reviews which were far more advanced than other survey methodologies they had seen. Client Service Reviews, offered by a Massachusetts based company called Active Retention, offered TF the ability to efficiently collect candid responses from their clients and then act upon these results immediately. Active Retention called this "actionable information". TF elected to move forward with the project with the following goals in mind:

- Elicit candid client feedback
- Identify quality issues across their client base
- Identify specific needs and wants on a client by client basis
- Rank competitive agency performance and market opportunity
- Determine cross-selling opportunities
- Implement a referral tracking system

"The entire process took about 12 weeks once we engaged," said Scott Rouzer, Thilman Filippini Vice President. As the surveys returned they showed the vast majority of TF clients were very positive about their service experiences. Some had issues with Carrier Performance, others had employee turnover resulting in billing issues, and still others wanted more education. "Though we only had about 13 accounts needing immediate attention, we nonetheless collected mission critical information about our clients and our agency" said Rouzer. "Client Service Reviews allow agencies to continue to grow while effectively identifying tactical and strategic areas for improvement according to directed feedback from your clientele."

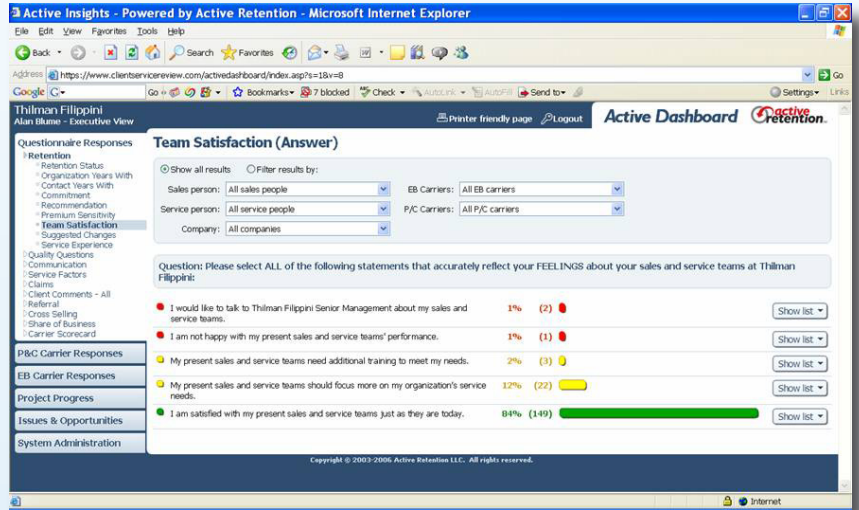
It is often difficult for management to gather consistent feedback from their sales and service teams. In fact, if you try to gather this feedback through conventional in-office visits or telephone discussions,

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the resulting interpretation of this information is often skewed—and typically it is skewed dramatically. Client Service Reviews ensure the same question is asked in the same way—every time. Sophisticated question design and algorithms tie the response together to get a true 360 degree view of every account. This results in a much better view into customer needs and wants.

TF accomplished all of their project goals, helping to better service their clients while growing their book of business. Over 70% of their participating clients completed the 15 minute web based surveys. With traditional satisfaction surveys typically generating a 25% response, TF was impressed with such a high response rate. Some 15% of their clients expressed significant dissatisfaction with their carriers. This allowed TF to work more closely with their carriers to resolve specific issues expressed by their clients. With the specific responses segmented by client, carrier, and broker there was no guess work on which entity needed to address a given issue. Less than 10% of their accounts needed some type of immediate attention, a small but very important number for TF. And the No. 1 issue revolved around renewal lead time, again allowing TF to work with their carriers to ensure better response time for these specific clients.



Thilman Filippini Dashboard sample

Client Service Reviews also identify growth opportunities. Thilman Filippini clients were clearly happy with their relationships. In fact, 72 clients offered to work proactively with TF on referrals and 75 asked about additional products and services carried by TF. An additional 44 clients expressed interest in Workers Compensation coverage. Obviously many clients were very happy with TF and would be interested in discussing additional coverage. Scott Rouzer said, “We were almost overwhelmed by so many positive referrals and cross selling opportunities. Every one of these was automatically loaded into our Issue & Opportunity Workbench so we could monitor all activities pertaining to this critical information.”

Alan Blume, Active Retention Principal said, “Our Workbench allows users to record notes and track every issue and opportunity identified in our Client Service Review process. Our clients can touch a button and know every open client issue (by agency or carrier), every referral and every cross selling opportunity across every office in their entire agency.”

Thilman Filippini Client Service Review Project

	Contact Response	Participant Response Percentage
Total contact group	273	
Surveys completed (% of total)	183	67%
Immediate cross selling opportunities	75	41%
Offered to actively assist with referrals	72	39%
Top opportunity – workers compensation	44	24%
Carriers listed as detrimental to service/value	27	15%
#1 issue – renewals	27	15%
Accounts needing attention	18	10%

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Even though TF had invested in prior sales training to improve referrals, their response was similar to that of many agencies. Effective referral results can only be accomplished when there is an efficient identification, tracking and monitoring solution in place. Scott Rouzer commented, "We were very pleased that such a large number of our clients came forward and offered proactive assistance with referrals. It's a great validation of our service efforts. We are now confident that we are not missing these client referral opportunities. Carrier issues continue to be a top priority for us and the survey results will allow us to more effectively target these issues and work with the carriers to improve processing for specific client issues. We intend to continue to closely monitor our clients' specific needs and wants and evolve our agency best practices to accommodate their specific requirements. We can then ensure the highest possible level of service and support. Everyone at Thilman Filippini has been delighted with the results of this project and so were our clients."

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— Scott Rouzer, VP,
Thilman Filippini***

About Active Retention

Active Retention pioneered the Client Service Review solution which yields survey response rates over 50% and guarantees immediately actionable results. Actionable is a key word at Active Retention. Every survey response is reviewed by our expert analysts and our industry leading technology pushes the results to the responsible sales, service and management teams—all within 48 hours of receipt. Our predictive surveys uncover hidden cross selling and referral opportunities and retention risks. We then provide detailed information on the immediate actions which should be taken. Many clients say our results are impressive, but in many cases, they are startling. Our projects result in dozens or even hundreds of net referral and cross selling opportunities. That is why Active Retention guarantees a 300% ROI on all projects—in writing.

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About Thilman Filippini

Thilman Filippini, an HRH company, is the 8th largest insurance intermediary in the US and 10th largest in the world and a leader in defining the parameters, techniques and technologies of risk management, insurance brokerage and employee benefit-plan design and administration. Today our TF Managed Risk™ approach is at work for clients across a broad spectrum of American enterprise: manufacturing, energy, long-term care, seniors housing, sports, mergers and acquisitions, private equity, construction and transportation, to name a few sectors. Over the years, we've been sustained in our founding belief that building solid relationships—trust—is far more important than conducting transactions.

Doing what's right for you is what's right for us.

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