HOW AN INSURANCE BROKER SAVES 30 HOURS A MONTH & $2,000 ANNUALLY WITH MANAGED IT SERVICES

5 Minute Read

Technology is driving the insurance industry to the brink of disruption. Approximately 25% of auto insurance shoppers now buy online directly from carriers, according to a recent McKinsey report. Digital disruption in every corner of the insurance industry is putting pressure on independent insurance brokers to do everything they can to stay competitive.

"Our industry is really at a crossroads right now. In individual agencies like mine, we're now competing with Silicon Valley and Google. That could make us obsolete very quickly. To stay on the cutting edge, we need to bring that level of technology into our office!"

~ David Cacheiro
Vice President of DRD Insurance Agency

Because DRD Insurance is a small agency, they don't have access to the economies of scale afforded by the bigger companies. They need cost-appropriate technology solutions to stay competitive in a rapidly evolving landscape.

Staying Ahead of the Curve with Managed IT Services

The challenge facing individual agencies like DRD Insurance is finding a managed IT support service with the knowledge and expertise to recommend the right technology.

"Insurance agents generally aren't the most technologically advanced people, so we tend to get led by our IT company. That kind of relationship is a big source of frustration for most agency owners," said Cacheiro, who routinely hears from other agency owners who are unsatisfied with indifferent, low-quality service from their managed IT providers. "Some IT companies have a lot of clients, and kind of rest on their laurels," he said.

But Cacheiro doesn't have that problem with his managed IT service provider, Intelligent Technical Solutions. "ITS is head and shoulders above most of the other IT companies out there. Anything I throw at them, they take it on as a challenge. They make suggestions. And they've definitely made everything more streamlined for us," said Cacheiro.

Helping Small Business Leverage Technology to Grow

DRD Insurance Agency uses a top-of-the-line agency management system that is open to integrating different technologies and different companies. But each new addition to the system increases its complexity, which presents a challenge.

"Just recently, I integrated another third-party vendor in our agency management system. That got into some settings that were over my head, and I needed help. ITS stepped in and got my agency management settings in line to integrate with the third-party and another vendor," said Cacheiro. As a result, the different systems were integrated flawlessly.

With every improvement to the system, ITS helps the agency leverage their technology in ways they wouldn't be able to manage on their own. "ITS has done a great job of quickly learning the software I bring to them, helping me make it applicable, and integrating it into the system. And also, understanding it and supporting it after that," said Cacheiro.

"It saves us a couple of thousand dollars annually."

Two years ago, ITS saved the agency thousands of dollars by making the switch over to a remote login server with individual thin client workstations. "We were looking at the cost on the individual workstations. That's probably the main reason we switched to a server-based workstation setup. It saves us a couple of thousand dollars annually," said Cacheiro.

He is quick to point out that agencies must walk a fine line between staying on the leading edge of technology, and also staying under budget. "Really, it's all about having someone on the IT side that understands the technology hitting our industry and helps us incorporate it. It's also finding the little workarounds to lower the cost of applications or software that we use in an office like mine," said Cacheiro.

"Our downtime is so rare."

When asked about the reliability of their systems under ITS management, Cacheiro said, "I don't have any numbers about our downtime, because it's so rare. We've been down maybe twice in the past year, for just a few minutes. Once, it was on a weekend, and they notified me that they had it up and running before I came in on Monday morning. I didn't even realize our system was down, and they had already fixed it."

On a day-to-day basis, ITS saves the agency countless hours of labor by handling all of their technical issues for them. On average, ITS fixes about 50 issues per month for the agency.

"We have mostly day-to-day stuff. Scanners disconnecting. Microsoft updating. Security updates. For some reason, our agency management system is always making changes, so we have to format our settings to coincide with that. I feel like we probably bug ITS way too much with all these little things," Cacheiro said. "But their response time is so fast."

Dependable Service since 2003

DRD Insurance Agency originally used an IT provider that later merged with ITS to provide added services. "We were with the other company for 13 years or so, and then they merged with Intelligent Technical Solutions about two years ago. So we've essentially been with the same team for more than 15 years. They're great. We're very happy with the people and the service," said Cacheiro.

Today, Cacheiro invites other agency owners into his office almost every week to see how his agency's technology solutions work in a live environment. He said, "ITS looks at the technology that I bring to them, which some of it is over my head, and they implement it seamlessly. And they are affordable for us, too, which saves us quite a bit. It's a nice partnership that way."

Increase your productivity today with a free network assessment from ITS. Call 888.969.3636 to know how ITS can help you keep your network operating smoothly.

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