



Cumberland Insurance

A Revolution Group Success Story

About Cumberland Insurance



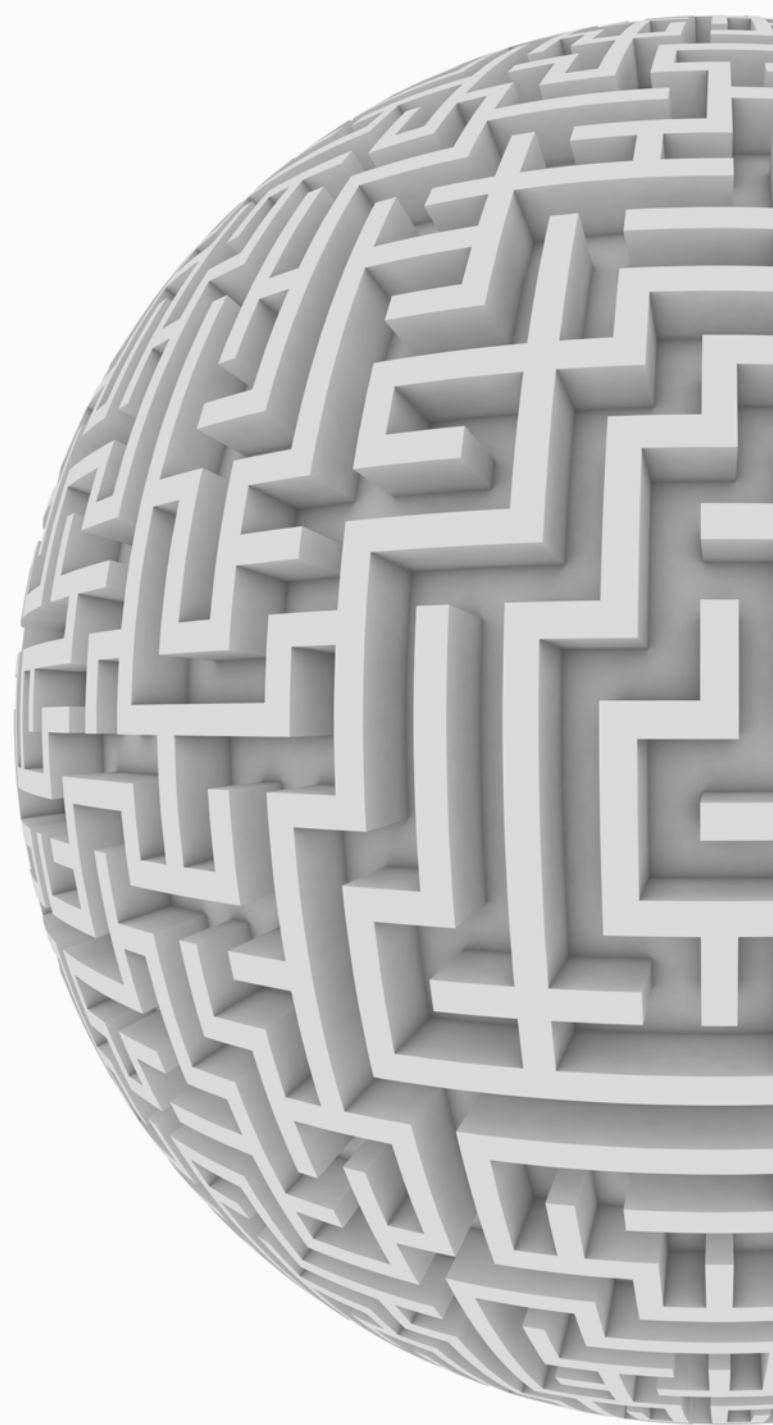
Since its establishment in 1844, Cumberland Insurance has put its policyholders first by providing superior service and long term strategic guidance. Today, Cumberland Insurance has grown into a regional property and casualty (P&C) insurance carrier, covering the Mid-Atlantic States of New Jersey, Pennsylvania, Maryland, and Delaware. Although headquartered in New Jersey, Cumberland's Technology Center is in Mansfield, Ohio and houses the company's developers and about half of their business analysts. With a culture that thrives on open communication, Cumberland Insurance strives to exceed customer expectations, not just meet them, and they are relentless in their commitment.

THE CHALLENGES

1 Cumberland Insurance was using a Salesforce consulting company for implementation, but the consultants didn't really understand the P&C insurance business. They were able to maintain processes but didn't have the industry knowledge to help grow or suggest innovations.

2 Using multiple, disparate systems created a confusing and at times manual process for managing their producer licenses. They quickly found a need for a more robust and complete solution.

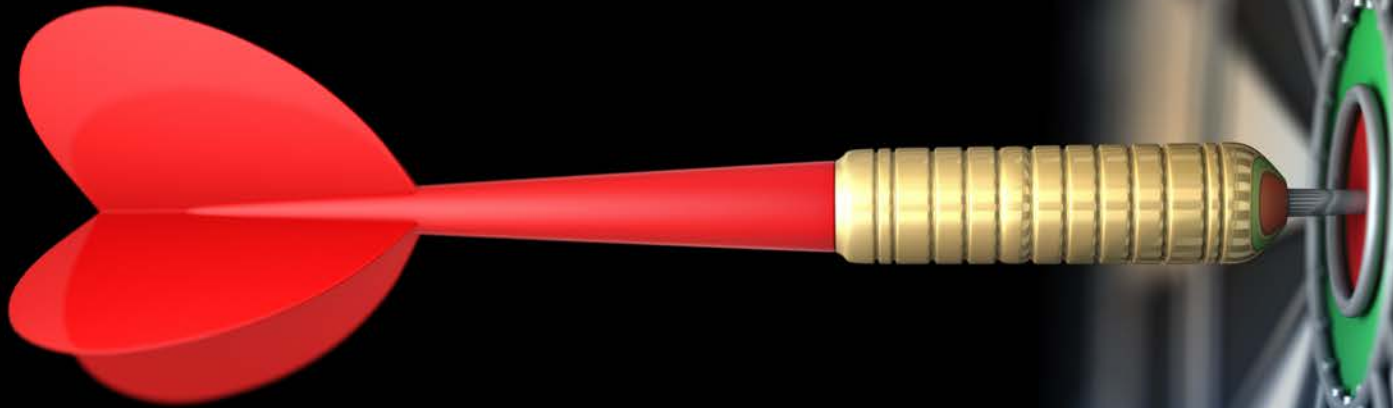
3 The Technology Center needed a user-friendly project management tool that would streamline existing internal processes. To ensure the Cumberland Insurance team was able to collaborate from idea to implementation, they needed a tool to get them all on the same page.



THE CRITERIA

Knowing that their former system didn't meet their needs, Cumberland Insurance was adamant about the functionality they needed in a new system. Upon consulting with Revolution Group, the future potential of using the Salesforce platform – primarily used for agency management at the time – seemed to make the most sense.

Because their previous Salesforce consulting company didn't fully understand property and casualty insurance, the new company Cumberland selected would need to know their industry inside and out.



“Some companies will say, ‘We work with banks, so we know finance’. Well, it’s different. Or they’ve said, ‘We’re familiar with life insurance’ but even life insurance doesn’t carry over that much. Same with health insurance. Property and casualty insurance is a whole different ball game, and they have to understand that.”

Brad Rall, Senior Programmer, Cumberland Insurance

WHY REVOLUTION GROUP?

1

After meeting companies who said, “We can do whatever you need us to do,” Cumberland Insurance really saw value in having a company that could help them think outside the box - showing them all of the potential that Salesforce had to offer.

When Cumberland Insurance met with Revolution Group, it was apparent that they had vast experience and knowledge with both the P&C insurance industry and with Salesforce.

“With Revolution Group, we have a partner with Salesforce. For this location being a small IT shop, we have a lot of skilled guys, but we don’t necessarily get into a new technology such as Salesforce. And with that, we obviously don’t have an expert in Salesforce. Having Revolution Group there so we can call them to discuss new ideas or do some training - to me that’s essential for us to be able to grow in our business. We have to rely on partners that allow us to tap into that expert level knowledge that we may not necessarily have in-house at that time, and Revolution Group provides that.”

Brad Rall, Senior Programmer, Cumberland Insurance



“We started looking at Salesforce differently when we started working with Revolution Group. We originally viewed it as a tool to help manage our sales team and give them a system in which they could track their agents and be, in essence, a glorified rolodex. Revolution Group showed us that there was way more to Salesforce than just a sales management database.”

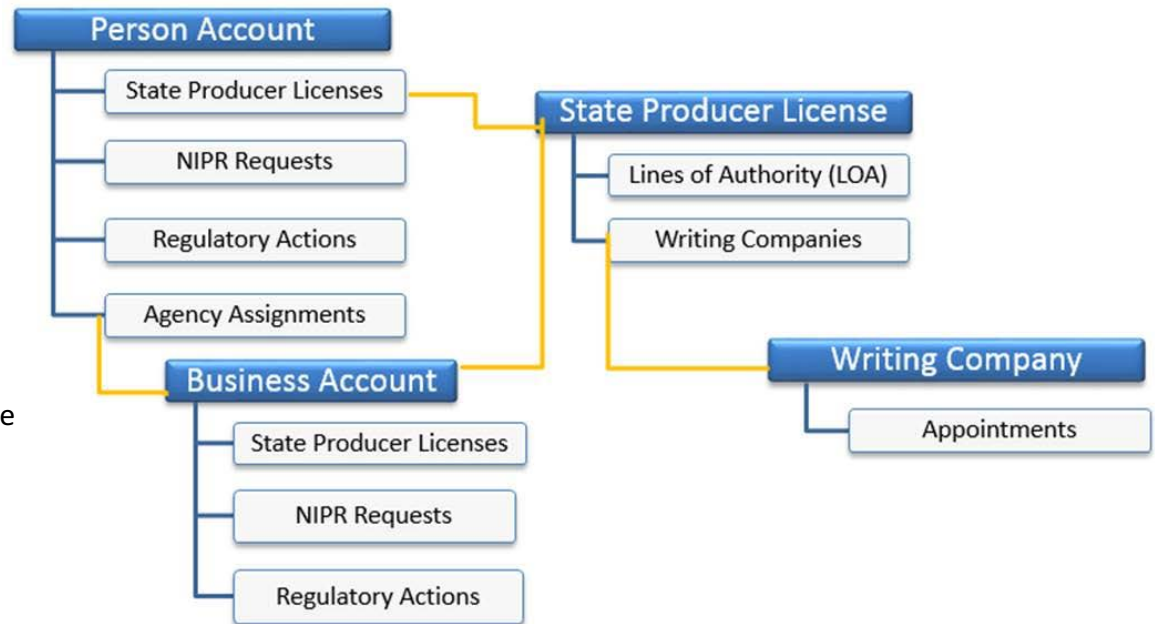
Brad Rall, Senior Programmer, Cumberland Insurance



REVON[®] LICENSING MANAGER

2 An added bonus of Cumberland Insurance's partnership with Revolution Group is Revolution Group's RevON[®] Licensing Manager product.

Increased state regulations and expanded agency acquisition activity have resulted in an increasingly complex and challenging producer licensing environment for insurance carriers, and Cumberland Insurance is no exception. The compliance risks inherent with managing separate manual processes across multiple platforms have prompted insurers to source new automated solutions that offer increased accuracy, reliability and efficiency.



RevON[®] Licensing Manager overcomes the duplicate systems and manual processes for Cumberland Insurance by providing a single solution for tracking the entire lifecycle of producer licensing and management on the Salesforce platform.

RevON[®] Licensing Manager integrates with the National Insurance Producer Registry (NIPRSM) directly in Salesforce, providing easy, real-time access to data in one common repository.



3 Improved Visibility and Accountability PROJECT MANAGEMENT SYSTEM

Since beginning to utilize Salesforce on a much larger scale, Cumberland Insurance has implemented a project management tool and easy-to-use processes that provide greater visibility into project statuses.

This changed the way meetings flow at Cumberland Insurance. In the past, employees would ask what stage their project was in and what was holding it up. The Cumberland team in charge of overseeing projects found themselves spending too much time looking into each project because they had no way of easily seeing the different stages. Now, project status questions are fewer and farther between because their team has quick access to the information. Employees can see the status of their projects and quickly understand any setbacks.

All employees are able to build their own views in Salesforce, so project tracking is not only more easily accessible, it's very easy to understand and receive updates. With personalized views, employees can both see where their project stands and other projects that require them to take action. It's now scalable.

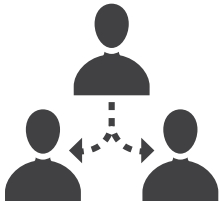
This project management tool has helped with accountability, too. There is now a defined process for project execution. If, for some reason, a project gets stuck in a stage of the workflow, then it is obvious who has ownership of it at that stage and what needs to be done to move it forward.

THE SERVICE OFFERINGS



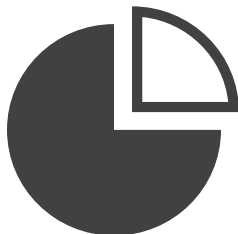
IMPLEMENTATION AND FUTURE GROWTH

Revolution Group meets with the Cumberland Insurance team to discuss new ideas and initiatives that can be achieved through Salesforce or the Force.com platform. Through these sessions, both companies have developed products that keep forward momentum for Cumberland's growth.



SUPPORT

Revolution Group provides support for those growth initiatives with custom development and support of the new products after roll-out.



DEVELOPMENT

With Revolution Group's ongoing support, Cumberland Insurance has streamlined processes that were already in place. In addition, Revolution Group provides training for Cumberland Insurance through onsite visits and webinars to show different ways to incorporate or simplify complex processes or complex user interfaces.

PROCESS ENHANCEMENTS

Since partnering with Revolution Group, the support of Cumberland Insurance agents has improved drastically using the Salesforce platform as an internal portal. The new portal answers 90-95% of questions customers typically ask and will be released to the entire internal team soon.

A major improvement for Cumberland Insurance was moving the entire company to the same platform, Salesforce. In order for this to happen, they had a few requirements: an intuitive user interface, easy-to-use reporting capabilities, and robust search capability so information is accessed quickly and easily. Salesforce met all of these requirements and was able to provide even more.

In addition to physical processes like Cumberland Insurance's internal portal, communication processes have improved since joining forces with Revolution Group. Faster response times, ease of communication and training between the two companies has increased new process adoption and shortened the learning curve.

“I can call and talk to a Revolution Group Salesforce Consultant and communicate with them as if they were someone who I work with everyday in my office.”

Jennie Brown, Manager, Strategic Business Unit, Cumberland Insurance



About Revolution Group

Revolution Group is a top-rated, award-winning technology services provider in Central Ohio. Revolution Group can solve your business bottlenecks by gaining insight into your day-to-day business processes and providing your company with solutions that will streamline those processes. Revolution Group allows organizations to discover their full potential and then take the appropriate actions based on those discoveries. Not only does Revolution Group provide their customers with Salesforce CRM Services, they also provide Managed IT Services and Manufacturing ERP services.

For more information about Revolution Group, visit www.revolutiongroup.com, read our blog, or follow us on the social media sites below.

