



HIGHER ECHELON™

SALESFORCE SOLUTION CASE STUDY

Policygenius

Salesforce-Powered Innovation Enables Faster and Easier Partner Acquisition, Onboarding, and Activation



COMPANY OVERVIEW

Policygenius is the leading tech-enabled platform for one-stop-shop insurance purchasing and fulfillment with a marketplace of top insurers across life, disability, home and auto insurance.

Founded by a former Peace Corps volunteer with a radical idea to turn the outdated insurance industry model upside down, the company has rapidly scaled.

Now, they serve millions of online-savvy insurance customers while continuing to disrupt more traditional channels by offering solutions to financial advisors, independent agents, community banks, credit unions, and more.

As an independent insurance broker, Policygenius combines online comparison-shopping technology with the expertise of real licensed agents to help millions of people feel great about their insurance coverage through a better-informed, trust-based buying experience that puts the customer in the driver's seat.



COMPANY PROFILE

LOCATION	New York, NY
EMPLOYEES	201-500
INDUSTRY	Financial Services
SOLUTION(S)	Platform, Sales, and Service
GO LIVE DATE	02/04/2022



THE CHALLENGE

Policygenius engaged HigherEchelon, Inc. to support the launch of a new line of service - Policygenius Pro.

Policygenius Pro helps partners' clients get the insurance coverage they need. Partners receive access to a variety of insurers, coverage types, and policy options, including accelerated underwriting, as well as support from an expert staff of 200+ dedicated specialists for case management, underwriting, and product support.

Internal systems did not fully support standing up Policygenius Pro. The process of acquiring, onboarding, and activating partners to the Policygenius platform is high touch, complex, and could not be sustained without the right technology.

In addition to a complex appointments process, the Policygenius Pro team runs their sales process through Salesforce. Managing all moving parts and tracking necessary information is a significant challenge, not to mention without the right technology.

While the business unit stood up, the Policygenius Pro team members tracked appointment requirements, appointment codes, statuses, what documentation had or hadn't been obtained, and more using shared spreadsheets. New agencies and producers were targeted using a separate online tool coordinated across more spreadsheets. All partner contracting took place in yet another system.

The mix of unintegrated spreadsheets and disparate tools did not allow Policygenius to easily track key information at the scale necessary to achieve the mission of quickly and easily adding new partners onto the Policygenius Pro platform.



THE SOLUTION

HigherEchelon's signature process starts with our dedication to listening and understanding, which we do by conducting in-depth discovery conversations and reviewing existing documentation. We then got to work translating, developing, testing, assessing, and delivering the solutions in our full Agile shop, including functionality to:

- **Expand and customize the standard data model** provided with Sales Cloud to include new custom fields and objects specific to the insurance industry
- **Automate the partner and agency onboarding process** to include carrier codes, correspondence with producers, email templates, and tracked completion of onboarding and appointment application steps
- Improve the flow of priority potential partners through the prospecting funnel by **calculating a prospective partner's revenue potential in real-time** based on information added to the lead and opportunity records
- **Integrate** with various systems to support business development and lead generation
- **Support business development efforts** through improvements made to the lead object, lead source tracking, web to lead mapping, campaign object adjustments, and integration of Gmail with Salesforce
- Increase efficiency through **case management**, including email to case, for partner agencies and producers wishing to document issues, concerns, or inquiries
- Easily **report** on incident tracking, **eliminating another spreadsheet and email-based system**



THE RESULTS

The HigherEchelon and Policygenius partnership made a significant impact on how the company acquires, onboards and activates new partner producers on the Policygenius Pro platform.

- Now, the onboarding and appointments teams can manage partner onboarding workflow from start to finish, **eliminating multiple spreadsheets and significantly improving the partner's onboarding experience**
- Aggregated onboarding status reporting across multiple partner agency groupings was not possible before – now it is – and a time stamping features enable Policygenius to monitor onboarding turnaround times and identify sticking points for resolution
- The team can easily identify partner producers who are ready to sell, automatically trigger the sending of invitations to the Policygenius Pro platform, and communicate using standardized templates to support and drive the onboarding process
- The Policygenius team can record and share appointment hierarchies and commission structures for producers, which is critical for ensuring partners are compensated appropriately for the business they place via the platform
- As part of HigherEchelon's integration work, the Policygenius Pro team can now see and update information in their internal agent database
- Ongoing proactive partner engagement is easier to manage
- Partner agencies and producers can submit inquiries and issues that can be tracked through the resolution process in Salesforce, rather than exclusively via email



QUANTITATIVE RESULTS (AS OF JULY 2022)

Overall, the partnership between HigherEchelon and Policygenius fundamentally changed the way the organization conducts their new partner-facing business.

- ✓ An over 1500% increase in the number of leads created
- ✓ A nearly 300% increase in converted leads
- ✓ An over 850% increase in accounts in onboarding status
- ✓ A 2175% increase in accounts in ready to sell status
- ✓ A 333% increase in closed won opportunities
- ✓ A 1300% increase in appointments created with 802% increase in those that are in good order
- ✓ A 600% increase in producers that are ready to sell
- ✓ Next day turnaround, rather than 72 hours, to add new producers and appointments to the platform

SOLUTION DETAILS



Previous Technology Replaced By Salesforce	Google Sheets, Email
Salesforce Products and Features Deployed	Sales Cloud, Service Cloud, Flow, Apex, Case Management, Lightning Web Components, Einstein Activity Capture, Email Integration
Customer Business Model (B2B, B2C, Or Both)	Both
Integrations	Outreach.io, Hubspot, Ironclad, homegrown agent information system

