



CASE STUDY

Arbella Insurance Group

Founded in 1988 as a Massachusetts home and auto insurer, Arbella Insurance Group now also serves clients in Connecticut, Rhode Island, and New Hampshire. As a thriving property, casualty, and insurance carrier, the company is committed to delivering low-cost coverage and quality claims service throughout the region.

Key challenges.

Employees at Arbella were dissatisfied with the poor attention and service they were receiving from their wireless carrier. The carrier had gone through a massive restructuring, which had affected its service capabilities and pricing. IS Senior Manager Mike Ledoux said, "Most of the poor customer service was due to the fact that we couldn't come to an agreement on a favorable contract. We couldn't seem to settle on any of the points, and I think that kind of resulted in the account not receiving the service attention that it required."

In addition to the customer service problems, Arbella experienced billing problems with its wireless accounts. The company has an internal chargeback process and needs the ability to track wireless usage and billing by department and manager. The wireless carrier, however, never offered Arbella a Web-based tool or any account-based bill-back features. After multiple requests to the carrier, Arbella employees still didn't have the report and billing breakdowns they needed. This created hours of extra work for the insurer's service desk, as staff manually tracked the vital reporting information instead of focusing on their core job responsibilities. The lack of customized reporting also made it impossible for managers to track wireless usage by unit, so they couldn't identify and correct any negative trends.

Solution.

Verizon Wireless sales representative Mike Sprino approached Arbella and introduced managers to My Business Account. This Web-based management tool simplifies billing and account management, and streamlines reporting. It also allows administrators to make payments, activate devices online, and order equipment and services.

After viewing a demonstration of the features and services My Business Account offers, Ledoux felt that Verizon Wireless would be a good fit for Arbella. He said, "I sat down and got a little bit of insight into the reporting capabilities, all of which are dramatically better than what we had with [our previous carrier]. I'm in the process right now of working with Verizon Wireless to generate some custom reports, which will be very helpful."

ARBELLA INSURANCE GROUP CASE STUDY:

Company description:

Arbella Insurance Group is a property, casualty, and insurance carrier serving Massachusetts and other New England states. Founded in 1988, the company delivers low-cost coverage and quality claims service.

Challenge:

- Needed customized reports to resolve billing issues.
- Needed better customer service from a wireless carrier.
- Needed to track usage automatically, freeing service desk employees to focus on core duties.

Solution:

- Arbella signed a contract with Verizon Wireless and gained access to My Business Account, the online portal for simplified account management. The Web site has customized reporting features that allow Arbella to automatically track costs for its internal chargeback system. Employees no longer spend time on manual tracking, and managers can spot usage problems where they occur.



Ledoux also likes the ability to break the company's wireless bill down to specific fields like cost centers, as well as the fact that Verizon Wireless offers better network coverage across his region than other carriers. And customer service was certainly a factor in the decision to sign with Verizon Wireless. Ledoux says that "the account management throughout the contract negotiation process was phenomenal. Mike Sprino was very attentive. And since we've actually executed the contract with Verizon and migrated all of our service, he's been attentive for all of our needs throughout the migration."

Results.

Since signing with Verizon Wireless and implementing My Business Account, Arbella has seen an improvement in productivity from the service desk. Employees spend much less time handling wireless account issues, and are able to focus on more critical duties. Managers have also become more effective in identifying and resolving usage problems, and overall employee morale has increased thanks to the reliable phones and service.

Arbella employees and managers are content with the switch to Verizon Wireless. My Business Account resolved the initial problems they experienced with the previous wireless carrier, and they are now satisfied with the customer service and care they're receiving. Ledoux says, "The billing and reporting capabilities are certainly a huge plus, but the primary reason [for the switch] was to get to a company that was going to be able to provide us with what we needed."

Results:

- Increased manager oversight and decision making.
- Increased satisfaction with wireless carrier customer service.
- Improved productivity of service desk employees.
- Improved employee morale with reliable coverage and voice service.

"The account management throughout the contract negotiation process was phenomenal."

**MIKE LEDOUX,
IS SENIOR MANAGER**