From pandemonium to perfection
How five carriers transformed their distribution management

WORKFLOW COMPARISON
Are your distribution systems like a massive symphony orchestra with multiple instruments playing independently? Without a conductor to coordinate all the moving parts, even the most talented musicians will just sound like noise. The Vertafore Distribution Management Suite (DMS) is the conductor your distribution process needs to combine your disparate systems into a single platform that can transform and grow your business. Read on to see how carriers like you have used DMS to change their process from pandemonium to perfection.
Company A
A large health carrier in the northeastern US covering 160,000 individuals. The company is second only to the federal government for health care services in their state.

Their DMS solutions:
Producer Central
Compensation Management

Before
Distribution Management Suite

- Calculating payments was labor-intensive and error-prone, requiring significant manual adjustments
- The company had outgrown its older system, which lacked the flexibility to design and deliver effective incentive programs
- Integrating incentive programs with other systems such as enrollment and billing required increasingly costly outsourced IT services
- Producer questions could only be answered with time-consuming customer service calls

"Since implementation, [Vertafore] has enabled us to examine every broker compensation arrangement in place, identifying out-of-date incentive programs and recognizing cases where broker commissions were not leveraging the desired business result."

After
Distribution Management Suite

- Decoupled broker commissions from insurance premiums and reduced manual interventions by 97%
- With cleaner data and streamlined processes, errors were fixed, saving nearly $500,000 over six months
- Time spent processing commissions went from 65 hours per month to only six
- Flexibility to design incentive programs that are innovative, responsive to market needs, and fully integrated with their DMS system
- Customer service calls from producers decreased dramatically
**Company B**

A Fortune 500 property & casualty carrier and the largest provider of supplemental insurance in the United States. This company provides financial protection to more than 50 million people worldwide.

Their DMS solutions:

- Producer Central
- Onboarding & Compliance
- Compensation Management

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**Before**

**Distribution Management Suite**

- Complicated commission system that required multiple workarounds
- Struggled to manage complex 10-level hierarchy
- Difficulty paying their downline
- Time-consuming onboarding process created high volume of agent calls

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**After**

**Distribution Management Suite**

- More streamlined and less labor-intensive for home office users
- Able to pay FMOs, MGAs, and their entire downline easily
- Onboard 200 new producers and process over 2,000 appointments each month
- Being able to quickly onboard new agencies and agents has increased revenue
Company C
A life insurance carrier that provides juvenile and family life insurance products to middle-income families along with medical insurance to small- and medium-sized businesses throughout the USA, Canada, and Puerto Rico.

Their DMS solutions:
Producer Central
Compensation Management

Before
Distribution Management Suite

- Needed a broker channel but was unable to accommodate one
- Lacked a scalable incentive compensation solution
- Difficulty managing agent relationships
- Multiple systems housing compensation data

After
Distribution Management Suite

- Added broker channel, which grew to 29,000 active agents in five years
- Easily handles 6,500 compensation structures and 56 bonus templates, and over 36,000 payees in one system
- Able to pay $1.6M average monthly commissions
- Averages 33,000 monthly producer credential changes from PDB integration

“This [was] a game-changer for us...it [was] a time-consuming process to contract new associates and brokers with the large amount of paperwork we encounter.... [it’s] amazing to see the process happen in about five minutes.”
Company D

One of the largest writers of workers compensation insurance in the US, this carrier works primarily with small- and mid-sized businesses. They sell through multiple channels, including both career and independent agents.

Their DMS solutions:
Producer Central
Performance Management

Before
Distribution Management Suite

- Pulling producer metrics required data analysts to manually combine information spread across six legacy systems
- Top producer lists were only available to executives
- Regional sales managers handled site visits inconsistently

After
Distribution Management Suite

- All producer information is conveniently housed in one system
- Top producer information is available to regional sales managers as well as executives
- Implemented new platinum service program for top sellers
- Standardized applicant qualification process across all sales managers
Company E

Focusing primarily on personal lines products, this top carrier makes consumer experience a priority by providing multiple options for working with them, from direct and digital to field representatives and call centers.

Their DMS solutions:
Producer Central
Onboarding & Compliance

“...We needed a partner who knew the states and had experience dealing with regulations. [Vertafore] was the leader in the market.”

Before

distribution management suite

- Licensing staff referenced producer credentials from multiple systems and manually processed licenses and appointments — an error-prone and time-consuming method
- The company was appointing agents even if they never brought in business or had stopped producing business
- IT staff manually updated compliance rules across multiple systems

After

distribution management suite

- Cleaned up and centralized producer credential information, which combined with up-front validation reduced appointment processing errors significantly
- Licensing staff was able to work more efficiently and support nearly 4x as many agents
- Implemented Just-in-Time appointment process, saving $1.5 - 2M over two years
- Several IT staff redeployed to other areas of the company thanks to Vertafore maintaining compliance rules
Like a competent conductor, Vertafore Distribution Management Suite was able to help our customers transform the chaos of their distribution system into a thing of beauty.

Ready to see how DMS performs?

Contact us for more details.