



Marsh & McLennan Agency Northeast

Company snapshot

Marsh & McLennan Agency (MMA) Northeast is a full-service insurance, retirement, and risk management firm that specializes in providing proprietary solutions to small and middle-market organizations dealing with the complexity of employee benefits and commercial insurance. As a subsidiary of Marsh, the world's largest broker and risk advisor, MMA provides clients with unparalleled access to local service, regional expertise, and global resources.

"By running the expected revenue report, we've recovered \$615,000 since last April." "

Angela Minutaglio,
Senior Project Manager,
MMA Northeast

Marsh & McLennan Agency Northeast

Vertafore® Solutions:

BenefitPoint®

Proven results:

- Recovered \$615,000 in carrier commissions in just over one year
- Streamlined customer and operational workflows
- Improved flexibility required for EH&B businesses
- Enhanced renewal process with renewal reminders, retention benchmarks, and RFP responses

Using BenefitPoint to manage their 2,300+ group clients gives Marsh & McLennan Agency (MMA) Northeast a leg up in the highly competitive benefits space. They are thrilled to have a one-stop-shop for managing and accessing all their agency and customer data – whether that's finding a better offering come renewal time or making sure they are capturing as much revenue as possible for their business.

MMA Northeast is a subsidiary of Marsh offering employee health and benefits, risk management, retirement services, and more to businesses across the Northeastern United States. They employ roughly 300 insurance professionals spread across seven different offices in the tri-state area.

Senior Project Manager, Angela Minutaglio, has been in the insurance business for well over a decade and with MMA Northeast since 2006. She immediately embraced Vertafore's BenefitPoint for its capabilities beyond a typical P&C management system and for its ability to unite a large, cross-functional team in their pursuit of usable data.



Easy access to data streamlines business and customer support

When asked how BenefitPoint has helped their agency to improve workflows or processes, Minutaglio says it was initially about laying the foundation. "It kind of starts with something very simple. Just having all our information in one place. We came from not having a solution to BenefitPoint. So no one knew who was their client, who the account manager was. There was never a way to easily access that information, especially since we had multiple office locations."

Once her team was on board, they quickly began to see the possibilities. "What we were able to prove to everyone, is that once you have the data in there, you can then extract it, you can manipulate it. You can communicate with other team members and have information at your fingertips when a client calls you. You can just go in and look at the benefit summary instead of going through 17 files trying to find exactly where it's located."

Centralized client and plan information saves time and improves customer service. MMA Northeast staff can answer client questions quickly and accurately without searching through multiple databases, spreadsheets, or filing cabinets to pull together the information they need.

Improving workflows specific to the EH&B business

BenefitPoint was developed specifically to meet the dynamic needs of agencies like MMA Northeast. It provides flexible workflows designed for the inevitable changes in employee benefit plans and enrollment and uses plan benchmarking, so agents become trusted advisors in their customer relationships.

Minutaglio points to the limitations of other management systems designed for the property and casualty business versus BenefitPoint, which helps agencies manage the unique challenges of a benefits business. She says, "We never put our information into our P&C system. It's not designed to handle EH&B business."

She describes P&C management systems as more transactional, for completing tasks like printing certificates and issuing ID cards that are required to do business. On the other hand, Minutaglio sees BenefitPoint as a driver of strategy. "In BenefitPoint, we're keeping records; we're running reports. Everyone has access to reporting in BenefitPoint in terms of our users, and they're able to utilize that. Also, BenefitPoint holds a slew of information more than [P&C management systems], where we can put in benefit summaries, rates, commission schedules, activity logs, and eligibility."

"If you don't run that report, and if you don't have the data, you're never going to find it."

Angela Minutaglio,
*Senior Project Manager,
MMA Northeast*

Demonstrating ROI in revenue recovery alone

Another area where BenefitPoint can make a real impact is in revenue recovery. The system is designed to upload carrier statements electronically and match estimated revenue with actual receivables to quickly identify lost revenue. Like many benefits brokerages, MMA Northeast was being underpaid. Minutaglio claims, "We estimate about 2.5 million in revenue a month but were only receiving 2.3 or 2.4."

In April 2018, Minutaglio and MMA Northeast used BenefitPoint to look at estimated versus actual revenue. What she found was simple mistakes like not having the correct form or tax ID number resulting in severe underpayment for their agency. They've since recovered \$615,000 in revenue owed to them. Income that might've been lost or paid in error to another division if they couldn't chase the paper trail using data. As she puts it, "If you don't run that report, and if you don't have the data, you're never going to find it."

Minutaglio estimates simple errors or miscommunication with carriers costs them as much as 8-10% per month in underpayment – in their case, close to \$200,000 monthly in unpaid commissions. When you weigh the value of technology against the cost of lost revenue, the return-on-investment for BenefitPoint begins to make sense.

Workflow without BenefitPoint®

Agents manually processed carrier commissions



1

Agents maintained record of expected revenue on spreadsheets



2

They manually performed line-by-line comparisons of estimated carrier commissions



3

Estimates were manually compared to checks received



4

Agents relied on carrier accuracy to avoid manual processes altogether

Workflow with BenefitPoint®

Agents identify and recover lost revenues



1

BenefitPoint uploads carrier statements electronically



2

Estimated revenue is matched to actual receivables



3

Paid commissions are compared to identify lost revenue



4

Contact carrier to correct potential causes (i.e. wrong forms, tax ID, location, etc)

Part of Vertafore's best-in-class platform, BenefitPoint is designed specifically for benefits brokerages, consultants, agencies, and general agents. A secure, web-based benefits management system, BenefitPoint helps you grow your benefits business and deliver compelling, competitive offerings for clients.

BenefitPoint offers:

- Advanced CRM including renewal reminders, retention benchmarking
- Tools for automating standard RFP responses and expediting proposals
- Improved employee productivity and superior customer experience
- Features to assist in capturing lost revenue

BenefitPoint positions you to acquire new clients and to deepen your existing relationships with expanded product and service offerings you can manage with ease.

[Learn more](#)



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