



Oyer, Macoviak and Associates

Company snapshot

Oyer, Macoviak and Associates was founded in 1953 in Boynton, Florida. Today, this \$11 million, 8.5-employee firm is one of the largest, and most profitable independent insurance agencies in the Palm Beach County area. Its secret? A strong focus on efficiency, early technology adoption and an unwavering commitment to customer service.

"Our goal was to make things simple, and to do that, we needed one, tightly integrated system that could do it all."

Rob Macoviak,
President, Oyer, Macoviak and Associates

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Vertafore® Solutions:

Vertafore Agency Platform™

Proven results:

- Eliminates the need to purchase and maintain multiple vendor solutions.
- Increases efficiency through integration.
- Supports fully automated workflow.
- Ensures business continuity and mobile access.
- Provides comprehensive online reporting tools.



Rob Macoviak,
*President,
Oyer, Macoviak
and Associates*

Oyer, Macoviak and Associates chose Vertafore Agency Platform™ because it's "the future of business."

Oyer, Macoviak and Associates is one of the oldest independent insurance agencies in the Palm Beach County, Florida, area. But, it is also one of the most progressive. The transformation began when Rob Macoviak took over agency management in 1999. With a new approach, a focus on efficiency, and an innovative producer model, the agency grew from \$700,000 into the \$11 million superstar it is today— with only eight and a half employees.

"We still pride ourselves on old-fashioned service. We explain the insurance process to our customers, we don't just quote the quote," Rob Macoviak, president of Oyer, Macoviak and Associates said. "But, we also approach insurance in a totally new way. Our producers are all salaried, with no commission and no prior insurance background. That way, we can make sure that our people are focused on doing what's best for our customers."

When Macoviak joined the agency, everything was paper based, with no automation or agency management system. The first thing this technically savvy leader did was implement Vertafore's Prime®, the most affordable choice at the time.

As Oyer, Macoviak and Associates grew, it migrated to AfW® online, then AMS360®, and added some ancillary products. But Macoviak wanted something more.

Instead of an army of individual products, he wanted one, fully integrated platform that included every function necessary for his agency to do business. He found it all in the Vertafore Agency Platform, which integrates the capabilities of AMS360®, PL Rating, ReferenceConnect®, TransactNOW® and BenefitPoint® into a single solution.

All for One and One for All

"In my mind, one platform is the future of business," Macoviak said. "It's no longer affordable to bring all of the products an agency needs together, nor is it efficient. Why would I buy three products from three different companies that don't tie together? Our goal was to make things simple, and to do that, we needed one, tightly integrated system that could do it all."

That's why Macoviak made sure his agency was one of the first to implement the Vertafore Agency Platform. The firm went live in 2013.

"It's like my business. I want customers with three or four policies, not one. In that same way, I want a single platform for everything I need to run my agency," he said. "That reduces costs, saves time, and gets everything down to single sign-on."

"With fewer people going through agents, the only way to survive is to be more efficient."

Rob Macoviak,

President, Oyer, Macoviak and Associates

Vertafore is the only company that I know of with the vision for this type of platform."

According to Macoviak, this cohesive, platform approach enables agencies to compete more profitably in a changing market.

"Today, there are two types of insurance customers: those who purchase insurance direct from providers and those who want the additional service an agent provides," he said. "With fewer people going through agents, the only way to survive is to be more efficient."

Every quarter, Macoviak measures efficiency by having each employee document what he or she did that day.

"The goal is to figure out where we can simplify and improve. If someone spent 30 minutes on a task, how could we cut that down to five? If someone spent an extra five minutes with a dual login, how can we eliminate that step altogether?" he said.

One, integrated platform makes that efficiency possible.

"We use technology to grow, not employees," Macoviak said. "The more you grow with the same number of employees, the more money you make."

Macoviak knows what he's talking about. Oyer, Macoviak and Associates turns an enviable 25% profit every year.

"We wouldn't buy a platform without mobility. We want to give our employees the flexibility to work at home. At the same time, we need backup and business continuity should disaster strike. As an agency in a hurricane-prone state, online and cloud-based is the only way to go."

Rob Macoviak, President, Oyer, Macoviak and Associates

Mobility, Business Continuity, and Real-Time Reporting

In addition to its integrated capabilities, the fact that the Vertafore Agency Platform is deployed in a flexible, cloud model adds to the benefits.

"We wouldn't buy a platform without mobility. We want to give our employees the flexibility to work at home. At the same time, we need backup and business continuity should disaster strike," Macoviak said. "As an agency in a hurricane-prone state, online and cloud-based is the only way to go."

Just as important, Vertafore Agency Platform gives Macoviak expanded reporting capabilities, so he, and his employees, always know where the agency stands.

"The platform has a powerful reporting tool that gives us more options than we had with an agency management system alone, like retention percentage," he said. "Before, we couldn't pull retention percentage, that used to be two spreadsheets. Now, it's instantaneous."

Every day, a designated employee checks the loss of business report to see if it includes any accounts that the agency could have saved.

"With online reporting, we can share the information with our employees so they can see how we're doing, or what we should be doing better," Macoviak said.

The Future: A Fully Automated Workflow

But what excites Macoviak most about the Platform is what's coming: the ability to fully automate workflow.

"Total, seamless, efficient workflow through one integrated platform; simplified workload balancing— that changes everything."

Rob Macoviak,

President, Oyer, Macoviak and Associates

"We can't wait to see the future of the Vertafore Agency Platform. We're looking forward to the day when a prospect calls, he or she goes directly into the Platform, is assigned to anyone at our agency and flows through the system," he said. "Total, seamless, efficient workflow through one integrated platform; simplified workload balancing—that changes everything."

Of course, not every agency leader is as progressive as Macoviak. He often speaks to owners who are resistant to change, staying with an inefficient agency management system because they don't want to 'upset the employees.

"I tell them to do what's best for the business; to buy the Vertafore Agency Platform and use everything, and do it now," he said. "Look around at all the agencies that are downsizing and disappearing. Today, it is survival of the fittest and the fittest is the most efficient."

As for Macoviak, he's in it to win it, and that means constantly striving to do better, to work faster, and to eliminate steps whenever possible.



"To be successful, you have to think about the future. The ones who are successful are the ones who stay one step ahead of the game. That's why we're an early adopter, and that's why we believe in the Vertafore Agency Platform. This is what we've been waiting for."

Rob Macoviak,
President, Oyer, Macoviak and Associates

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