

# One size fits no one

Finding the right agency management system for you.



# Why is fit important?

No two independent agencies are the same. So why do some insurtech providers claim that one product will solve every agency's challenges? The reality is that your technology needs to align with your agency's everyday functions and procedures to truly impact overall performance.

Everyone wants to grow their business and increase their profitability. Yet, the ways you go about accomplishing these goals is different from the way other agencies do. You are unique, so when it comes to an effective management system, there simply isn't a one-size-fits-all solution.



# Three questions to ask yourself

While comparing features between management systems may seem like the most logical place to start, we recommend asking these three questions first:

1. **Are roles within your agency highly specialized?**
2. **How sophisticated are your commercial line needs?**
3. **To what extent do you need to be able to tailor your management system?**

Below, we will walk you through these questions to see where your agency lies and ultimately help you discover the right management system for your business.

## **Question One:** Are roles within your agency highly specialized?

The way that roles and responsibilities are divided among team members can vary greatly from one agency to another. While some have very specific and specialized roles, some are more fluid with not as strictly defined responsibilities.

### **Things to consider:**

- Does your staff generally take on multiple roles?
- Are jobs very well-defined and standardized or are they more informal and elastic?
- Are there specialists for each agency operation or are team members generally knowledgeable across many agency operations?

### ROLES AT MY AGENCY ARE MORE FLEXIBLE

If the roles in your agency are somewhat loosely defined, you likely fall into this category. Your team members are knowledgeable but don't necessarily specialize in just one aspect of the agency. Because they have multiple roles and need to be able to bounce back and forth between different workflows within their management system, each task completed in your agency is very high-level compared to those of a specialized agency. Ease of use in a platform is crucial for you because team members need to be able to go through multiple workflows without being an expert in that particular discipline.

### ROLES AT MY AGENCY ARE MORE SPECIALIZED

A specialized agency has much more strict roles in place and likely even separate departments. Each employee has a standard set of duties – from customer marketing to claims handling – and they don't stray from their specialty. If your agency is specialized, you typically deal with more complicated workflows, so you need a management system that has more detailed and low-level capabilities. For example, an accounts receivable specialist whose sole job is to perform highly-specific accounting functions needs a robust tool that allows for deep-dive features focused specifically on their area of expertise.

## Question Two: How sophisticated are your commercial line needs?

Almost every agency handles both personal and commercial lines. However, it is the sophistication of commercial capabilities your agency needs that will determine the right management system for you.

### Things to consider:

- Do you serve a niche commercial market?
- Do you need advanced commercial reporting capabilities?
- Does your agency service commercial accounts with certificates and endorsements?

### MY AGENCY FOCUSES ON LESS COMPLEX COMMERCIAL LINES

If this describes your agency, you have different requirements than a business that routinely writes highly complex commercial lines. Most likely, the extent of commercial lines your agency handles are business owners' policies, so you don't need the elaborate tools that come into play when writing complex commercial lines such as endorsements or detailed policy comparisons. If this is the case for you, you can avoid investing in a management system that includes unnecessary and possibly even cumbersome tools.

### MY AGENCY WRITES COMPLEX COMMERCIAL LINES

If this is you, then you need to be able to perform very specific and often complex functions within your management system, especially if you are involved in a niche market writing specialized risks. For example, an agency writing complex commercial lines most likely deals with insured endorsements on certificates of insurance and requires advanced content management. This type of agency would also likely need sophisticated reporting capabilities to gain a deep understanding of their book of business and integrated accounting to accurately track and monitor performance. If your agency writes complex commercial lines, you should consider a management system that can automate these processes and cater to these needs.



### **Question Three:** To what extent do you need to be able to tailor your management system?

While you can use any management system right out of the box, some agencies require a larger degree of customization to achieve the best results from their chosen system. The management system you choose should reflect the level of customization your agency needs. Too little, or too much, flexibility in a system can make it more difficult to use.

#### **Things to consider:**

- How fast is the implementation process?
- How steep is the learning curve?
- What are the tradeoffs between quick implementation and saving time in the long run – and which do I value?

#### **I WANT A SYSTEM THAT WORKS RIGHT OUT OF THE BOX**

If you value minimal downtime during implementation and a shorter training period for staff, purchasing a management system that meets your needs right out the box may be the right fit for you. These systems tend to be intuitive and easy to learn and can work well if your business doesn't require complex customization within your system.

#### **I NEED A FULLY CUSTOMIZABLE SOLUTION**

If you need the ability to customize actions and workflows within your management system, choosing one that allows you to do so can save your staff major time down the road. Implementation and training may last longer, but the payoff is in the ability to standardize processes and ensure each task is performed quickly and consistently, no matter who is doing it in the future.

## **Putting it all together to find the right fit**

Selecting an agency management system that truly works for your business can seem like a daunting task. It's easy to get lost trying to compare the vast range of features and choices that are out there. That's why it's important to consider what you need out of a solution before diving into the bells and whistles of feature and function.

Choosing an agency management system is one of the biggest decisions you can make for your business. Using the questions above should help you narrow down what your needs and priorities are.

Using the answers to these questions, take a look at our agency management system spectrum on the next page to see which of our products could be the right fit for your agency.

# Agency Management System Spectrum



## Comparing QQCatalyst & AMS360

Both **QQCatalyst** and **AMS360** are top-rated and best-selling solutions. However, they are very different systems, and each provides unique features to help independent agencies thrive. The "right" system for you depends on which one best meets your needs.

Need more help deciding which of our management systems will work best for you? We're happy to help! Call **1-800-444-4813** to speak with us so we can better understand your business challenges and potential opportunities. Once we learn more about your situation, we can give a thoughtful recommendation on which of our solutions can help you reach your agency's goals.



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