Surefyre
powered by **Vertafore**

How one client eliminated manual underwriting processes and submission management inefficiencies

Learn how a premier insurance wholesaler **increased new business submissions and policy issuance by 67%** with Surefyre's configurable automation platform and agent portal.

INTRODUCTION

From slow and manually driven new business/ renewal submissions to laborious underwriting and quoting processes, the insurance industry has always struggled with time-consuming workflows. If you're a managing general agent (MGA) or wholesale insurance broker, chances are you've experienced one or more of these operational pain points. **The good news? Today's automated technology is helping the industry address these key issues.**

From running preliminary appetite checks or fetching data from external sources to reducing manual information processing and streamlining quoting and renewals, modern insurance automation is a game changer for the insurance industry.

What's more, the advanced reporting capabilities provided by today's solutions offer data-driven insights that MGAs and wholesalers can use to make impactful business decisions and improve the customer experience through greater efficiency and highly personalized products and services.

Surefyre, a premier insurtech platform that focuses on codeless automation for improving insurance workflow processes for MGAs, wholesalers, and carriers, has been instrumental in successfully helping One80 Intermediaries, an insurance wholesaler and program manager, solve key issues associated with submission, underwriting, rating, quoting and data reporting processes. Here's their story.

The One80 and Surefyre journey

One80 Intermediaries is a leading insurance wholesaler and program manager that offers placement services and binding authority for the property and casualty, life and health, travel/accident, and health sectors, as well as administrative services and warranty business in 55+ locations in the U.S. and Canada.

In January 2018, One80 contracted with Surefyre with the goal of effectively eliminating time-consuming, inefficient, and redundant submission and underwriting processes that would streamline workflows, accelerate quoting and policy issuance, eliminate duplicate data entry, and increase reporting capabilities to improve the overall customer experience.

After closely collaborating with One80's project team, Surefyre identified and addressed specific operational concerns for which the wholesaler needed immediate solutions.

With stakeholder approval, Surefyre crafted a tailored workflow outlining the next steps and solutions for effectively eradicating the pain points specific to One80's existing program.

"The Surefyre team conducted demonstrations that helped us see firsthand how automating workflows had successfully benefited other insurance entity clients. Furthermore, they were instrumental in connecting with third-party vendors to determine the possibility of API integration with specialized services to further enhance automation within the underwriting process."

Sara Fickinger, One80 Intermediaries

FOUR MAIN CHALLENGES

1 Manual underwriting process

2 Inability to integrate

3 Agent engagement limitations

4 Lack of data analytics and insights

Specific challenges faced by One80 and strategically addressed by Surefyre:

Challenge #1: Manual underwriting process

Problem: The entire submission process was operated via email. This manually driven, tedious, and time-consuming underwriting process delayed the delivery of quotes and prevented policies and renewals from being issued promptly. PDF submissions and lengthy email exchanges for application questions, quoting, and follow-up slowed down the entire process. Time was also being spent reviewing applications that were ultimately declined.

Solution: They were able to create a modern portal experience to replace their email-driven processes. Fully automated underwriting workflows and integrated web applications were set up with embedded underwriting requirements for greater efficiency, improved accuracy, and immediate approvals. This eliminated the need to re-key data, created a better experience, ensured complete and accurate data, and allowed for underwriting rules for instant declinations.

Challenge #2: Inability to integrate

Problem: Multiple disparate systems could not communicate with each other. The lack of automation technology and advanced tools created the need to re-key data and log into multiple systems, while adding additional overhead for managing their various systems.

Solution: They were able to integrate their systems via Surfyre's flexible & low-code integration tools. A single sign-on and seamless integration with third-party systems made it easy for customers to leverage virtually any new vendor, insurtech, or enterprise application they wish to do business with.

Integrated systems included:

- MGA Systems for integrated rating, binding, and issuance
- HazardHub for location and building data points
- FirstFunding for premium finance agreements
- Flyreel for home inspection
- WillComply for surplus lines tax calculation

Challenge #3: Agent engagement limitations

Problem: Could not expand agency force or accept more applications. Manual underwriting processes and workflow inefficiencies created a lack of agent reach that prevented a greater number of insurance professionals from being onboarded by the wholesaler. Processes needed to be improved to allow the business to scale.

Solution: They greatly improved the agency experience by implementing an easier and quicker way to submit applications, download instant forms and files, automate renewals, interact directly with underwriters, and effectively communicate – all on the same platform.

Challenge #4: Lack of data & insights

Problem: A lack of usable data analytics prevented the business from generating customizable reports to gain greater insight into operations, products, services, etc.

Solution: They gained operational insights into agency activity and its impact on business. Highly configurable reports were established to put data to work, transforming it into a valuable asset to identify what's working and what isn't for more accurate and data-driven decisions.

"Surefyre has played a pivotal role in empowering us to deliver instant quotes to our network of agents, greatly expediting quoting procedures and contributing to time savings in underwriting. What's more, this integration has facilitated the generation of robust reports so we can analyze data comprehensively and make informed decisions to drive business growth and new product development."

Sara Fickinger, One80 Intermediaries

As a result of this collaborative partnership, One80 was able to create a highly efficient workflow engine to better serve their customers with a quicker and easier way to:

- Provide instant indications, quote, write, and renew business

- Provide agents with expanded access to hard-to-reach and emerging markets

- Ensure exemplary customer service at every stage of the insurance process

With the insurance industry embracing technological advancements, One80 sought a vendor that could streamline its product offerings and management processes in the most seamless way possible.

The process Surefyre offers fits our organization's needs by simplifying the placement of our core business. Their product helps us deliver an improved process compared with our competition in the space, making E&S placement not so cumbersome and paper-intensive. The portal truly sets us apart.
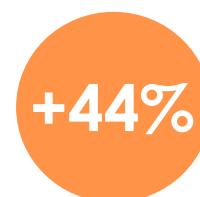
– Ben Shoemaker, One80 Intermediaries

OUTCOMES

+67%
issued policies over 36 months

+44%
agents onboarded in the first 12 months

~2.5
hours saved per policy

Success metrics since partnering with Surefyre

The outcome of the partnership with Surefyre yielded significant and measurable results for One80 in the following key areas.

Instant quoting

In the 12 months following the implementation of Surefyre's automated workflow product to provide instant quotes, One80 experienced a surge in the number of agents onboarded, from 10,264 in January 2021 to 14,818 at the end of December 2021 — a 44% increase.

New business growth

From January 2021 to December 2023, One80 experienced a record 12,111 organic new business submissions. The number of applications exceeded expectations, resulting in a 67% increase in new policies issued in a 36-month time period.

Faster and more accurate submissions

Since beginning their engagement with Surefyre, One80 reported their agents had saved approximately two and a half hours in submission processing per policy issued. Enforcing validation logic in their applications also allowed for more accurate applications to be submitted upfront, cutting down on the back-and-forth needed between agents and underwriters.

What Surefyre does

Surefyre is a highly configurable insurance automation platform and agency portal focused on digital distribution and automated workflows.

Our easy-to-implement process can integrate with almost anything, from outdated legacy systems to top-of-the-line new programs. Our low-code and codeless integration platform makes your life easier by automating the submission, rating, quoting and binding process for all P&C insurance products.

Surefyre offers:

- Low and no-code configuration enables any MGA or wholesaler to automate business critical workflows.

- Full automation or high-touch underwriting workflows to match a company's ideal business process

- The ability to automate virtually any P&C insurance market

Moreover, as a **SOC 2 Type II** compliance-certified insurtech company, we ensure all necessary security measures are in place to protect sensitive customer data, prevent potential financial losses, and build trust with partners, agents, and policyholders.

"The digital transformation that Surefyre provides empowers companies to implement targeted tools that streamline workflows, provide great user experiences, and maintain efficient and effective operations. We've helped many clients just like One80 to greatly enhance their productivity and agent reach, while at the same time focusing on product innovation and customer satisfaction by leveraging the right digital tools."

– Alex Bautista, Co-Founder of Surefyre

Ready to take the next step? Contact us to learn how Vertafore can help you effectively leverage your expertise and stay ahead of the curve.

Get started

Visit for more info or call 1.800.444.4813

Surefyre
powered by Vertafore

Vertafore

999 18th St | Denver, CO, 80202 | 800.444.4813 | Vertafore.com