

# CASE STUDY

Connecticut Underwriters - Middletown, CT | [W ctunderwriters.com](http://W ctunderwriters.com)

## Get Online! With I-Engineering's I-Net Online Rating & Quoting System

We looked around before making a decision on how we were going to try to begin making our products more available to our producers. There were many options, and lots of opportunity to spend a lot of money. We had observed other people that had provided rates via distributing CD's to their producers and that seemed like a very hard method to maintain. Our IT executives recommended that we make our rates and quotes available online, and that they had heard of a company named **I-Engineering** that was doing that type of work.



Bill Kiley  
President

just means one of our underwriters are not having to work on it. They can work on something else, so our service is better for the new business coming through the door, this has all helped.

One of our winning strategies has been to market the system to our producers. Whenever we put a new program online, our underwriters will say "we can quote this for you, but did you know that you can also do this online?" Then we will walk them through it...because we know that once they use it they will come back!! It's no different than working with a company, people always take the path of least resistance. If an agent thinks that we are easier to do business with than someone else, guess what, we are going to get the business!



M.I.C.K.  
Multi Insurance Calculator Kit

Working with **I-Engineering** was very refreshing, because they were very dedicated to building the best product for us. Turn around times were very quick with the resources of their extensive development team. In the beginning we started out slow, we started out with just contractors to see how it was going to work. But as soon as we saw how successful it was we started adding and adding. I don't even know how many products we now have online, but it is quite a few!

Utilizing this system has delivered results in many areas, including revenue growth. But from an inside standpoint, when one of our agents can go online and get a quote, that

***"We did over 6,000 pieces of business last year through MICK. That is 6,000 that we did not have to touch, that our underwriters did not spend time on."***

*~ Bill Kiley*