

CASE STUDY

Russell Bond & Co., Inc. - Buffalo, NY | [W russellbond.com](http://W.russellbond.com)

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

A few years ago Russell Bond & Co., Inc. realized the importance of automating its business in order to effectively grow in the highly competitive P&C market place. As an active member of AAMGA we had an opportunity to meet I-Engineering, Inc at the annual convention. When first meeting at their booth, we were impressed with their creative display and their thorough understanding on how the P&C insurance industry functions. We needed an easy to use system that would automate handling our high volume of small premium quotes effectively and efficiently allowing us to capture more business that would otherwise go elsewhere. **I-Engineering** said "we do all of that".

**CLICK A
QUOTE**

Having made a decision to automate our operations, we then searched for technology in the market that would address our needs. We found **I-Engineering's** cutting edge solutions and applications were exactly what we needed in order to enhance the way we do business. They were the very solution we needed.

I-Engineering introduced us to the unique concept of "Branding" our solution. We chose "Click a Quote" as our brand name which has since given us a name recognition with our producers, clients and carriers. There is no question that we made the right decision in selecting **I-Engineering** to partner with us. By developing a system that is flexible and



Gary Hollederer
Executive VP

intuitive for the end user it allowed us to grow as our demands grew and separated us from our competitors in the marketplace.

Since launching Click A Quote in 2008 we have enjoyed great success with our online rate, quote, bind solution. Our retailers like the ease with which they can access our product line quickly and efficiently. Our ultimate objective was to have a positive impact on revenue and profitability. The technology provided by **I-Engineering** has helped us fulfill this objective, and more.

*"Working with I-Engineering is a pleasure. They are enthusiastic, very responsive, creative, with excellent customer service and a "can do" attitude. I can honestly say that their technology has helped us grow our business even in a soft market. Thank you I-Engineering, Inc. for a job well done."
~ Gary Hollederer*



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