

Dedication is Key:

How The Richards Group
uses Zywave products to
win and retain business



Meet Our Partner

Meet Pete (VP, Risk Management Consultant) and Shannon (Program Coordinator) from The Richards Group, focused on the property and casualty market in Vermont! Pete first heard about Zywave through his involvement with the Sitkin's 100.

Their Zywave Products



Broker
Briefcase®



ModMaster®



MyWave
Elements®

Why Zywave?

Simply put, The Richards Group lost a bid to a competitor, and not because of cost savings or service. They lost this bid because that competitor was backed by Zywave.

The winning competitor showed the client the functionality they had thanks to Zywave products. Following the loss of this client, The Richards Group decided to make a change. Pete got on the phone with his Zywave Account Executive and became a Zywave partner soon after.

However, the winning competitor delivered little of the value they promised. A few years later, a new RFP was initiated by the client. The Richards Group went back to that lost opportunity and won them back from the competitor with their new Zywave tools.

How do they use Zywave?

They own it:

Shannon is the dedicated keeper of Zywave knowledge and products on their team and is a critical part of their sales process.

Both clients and prospects look to Shannon to actually use the tools that helped them win the account in the first place.

This strategic move of appointing Shannon as the "Zywave expert" has proven to be a strong differentiator.

They provide analytics:

The average agency rarely talks about the Mod. factor, but with ModMaster, The Richards Group brings another resource to the table, showing them exactly how to manage risk and reduce losses in the future.

They provide convenience:

Storing information digitally has been a proactive and strategic approach.

The MyWave Elements portal has solved a huge "binder-lugging" problem for them and their clients.

A Richards Group Success Story

A small, regional hospital in Vermont was informed by their carrier that they needed specific safety programs in place to stay compliant, and the carrier advised them to go to the OSHA website for guidance. Unfortunately, the hospital spent a whole day in the "black hole" that is the OSHA website to no avail. Fed up and frustrated, they called their broker, The Richards Group. One quick search and click in **Broker Briefcase**, and within hours, Shannon had all the safety program information they needed. She printed it out, put it in a binder, then gave the client access via their **MyWave Elements** portal.

“Their relief was incredible,” said Shannon. “The client couldn’t stop thanking us!”

It’s 2016. With Zywave tools and portals, insurance no longer has a stodgy connotation. People enjoy the ability to interact with their insurance program just like they do when banking or shopping online.”

The Impact



Exit Barrier Established:

Clients are so reliant on the MyWave Elements portal and other Broker Briefcase tools, such as OSHA logs and safety manuals, that they are more reluctant to consider any other broker.



New Revenue Generators:

If any client decides to leave, The Richards Group offers the MyWave Elements portal as a fee-for-service opportunity.



Owning Their Client's Insurance:

They make their clients' lives easier with the application of Zywave tools. Zywave is actually changing their clients' views of what a broker is. **"We are a trusted source,"** says Pete, **"not just delivering a policy."**

6 figures of revenue will be generated in the next 3-6 months thanks to Zywave.