



ZYWAVE CASE STUDY

Henderson Brothers

Location

Pittsburgh, PA

Success with

 Content Cloud

Agency Makeup/ Focus

- Personal
- Commercial
- Employee Benefits
- Retirement

*"We watch the utilization. We push out **appropriate tools and information** to match what our clients want. And **we continue to evolve.**"*

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BACKGROUND

Henderson Brothers is a thriving Pittsburgh-based insurance organization that offers a full array of benefit plans and services, including personal and commercial lines, as well as employee benefits. The company currently has about 180 employees, including several topical centers of excellence, e.g. HR technology, and they constantly strive to support their consultants, service teams, and clients with an expert. Expect an expert (that's their tagline).

Henderson Brothers cares about building trust, offering tremendous value, and delivering excellence through timely and reliable claim processes. To support their growth and service goals, Maggie Boucher, in a variety of roles, has implemented Zywave tools throughout the organization for over 17 years.

In Maggie's time at Henderson Brothers, she has seen extensive change and growth, both in her agency and the industry. She has always been the Zywave champion at Henderson Brothers with a focus on and belief in Zywave products to support the agency's efforts.

In their daily work and interactions with both large and small companies, Henderson Brothers consultants discovered that many customers didn't want to handle all the content and resources (think forms, guidelines, etc.) work themselves. Maggie and team wanted to come up with a way to offer delivery of timely and relevant content. She wanted to create a process and tool that allowed internal staff and external clients a way to have the content and resources they need at that moment at their fingertips.

SOLUTION

Henderson Brothers, led by Maggie, came up with a new tool that delivers internal efficiency, external excellence, and extreme value. Building on deep client knowledge and combining with expertise using Zywave products, Henderson Brothers created HB OnDemand - an app (portal) that allows for the easy organization and delivery of timely and reliable content. Essentially, HB OnDemand is a one stop shop for Henderson Brothers information.

The content within the HB OnDemand tool is a combination of Henderson Brothers information and **Zywave Content Cloud** materials. This mixture that uses the imported content feature within **Content Cloud** empowers the Henderson Brothers team to select the most appropriate content to feature within the HB OnDemand solution.

RESULTS

The concept has proven to be a good one for Henderson Brothers and has taken off quickly. It was launched for use within the Henderson Brothers organization as well as with clients. Internal adoption and promotion to clients were key elements to the success of the project. Both of these elements continue to be a success to be celebrated and a challenge to offer more, including getting more users on board. For example, when Henderson Brothers sends reminders and highlights of items in the tool, they see a spike in usage. The goal is to have continuous strong usage, even growing to the point of having their own champions for HB OnDemand. This will be a tool that Henderson Brothers will reinvigorate and reinvent on a regular basis to keep up with client needs.

*"When we worked with a number of large companies and hospitals, we discovered that even those organizations didn't want to handle content management on their own. **We saw an opportunity and Content Cloud provided an answer.**"*