

## ZYWAVE CASE STUDY

# World Insurance Associates

## Location

Nationwide (headquartered in New Jersey)

## Success with

Content Cloud

miEdge  
THE ULTIMATE CONTENT SOLUTION

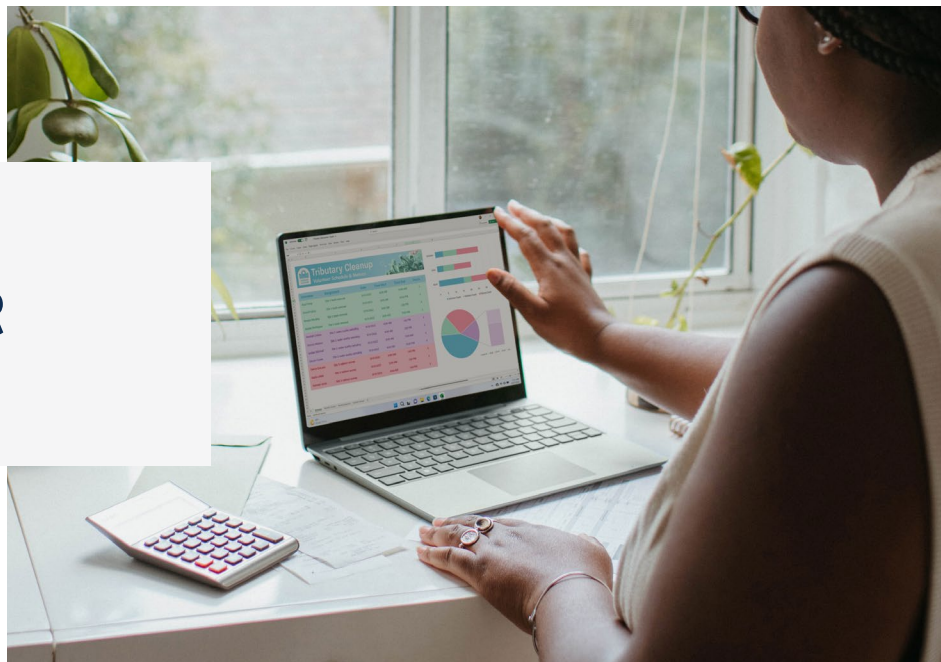
## Agency Makeup/ Focus

- Personal
- Commercial
- Employee Benefits
- Retirement
- Financial Planning
- Payroll Services

*"The fact that you can kind of drill in to learn different types of businesses or categories or class codes, and dig deep on specific topics is **valuable** to me as a client advisor."*

## For more information

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## BACKGROUND

World Insurance Associates is a New Jersey-based insurance and financial services organization offering full-service coverage (commercial lines, employee benefits, and personal lines), along with financial planning, payroll services, and much more. Commonly known as World, the top 20 P&C insurance brokerage has a presence in 25 states, predominantly in the northeastern United States.

Like many larger brokerages, World employs thousands of producers across its various regional hubs. Each producer has their own revenue target, but producers have varying amounts of tenure and historical expertise. This experiential variance – while not uncommon in large organizations – can provide challenges for both the producers and the organization as a whole.

Brad Preston is one of World's producers based in Upstate New York. New to the insurance industry upon his hiring, Brad was tasked with building and managing a book of business in the commercial lines space. He was introduced to Zywave's miEdge and Content Cloud solutions to assist with prospecting motions. Although he had never used Zywave solutions before, Brad noted that training sessions with Zywave's Customer Success team and daily content digest emails helped him upskill quickly.

Access to miEdge and Content Cloud came in handy when Brad was introduced to a large association in the dry cleaning industry. The association was considering changing brokers for the first time in decades. Time was of the essence, but demonstrating specialized expertise would also be paramount.

## SOLUTION

Brad teamed with marketing representatives from World to position the brokerage as a preferred option to work with. The World team made Zywave solutions a central component of the pitch by lauding the proactive approach to prospecting it supports. The team vouched for both the sourcing and integrity of the data within miEdge and the legal legwork behind the published materials in Content Cloud.

The World team won the account, and immediately took a partnership approach with the association. Together, the organizations leveraged **miEdge** and **Content Cloud** to provide the association's members with specific resources. Those materials – including detailed articles, compliance posters, checklists, and handbooks – helped ensure those member businesses followed all regulations and best practices to improve operational outcomes. They also helped match member businesses with the appropriate coverage for their operating class code. And that approach proved to be a win-win for all parties.

## RESULTS

The relationship between World Insurance Associates and the dry cleaning association is still in its early days. However, leadership at the association has already expressed that Zywave solutions have improved communication with member businesses. No longer does the association – or World – struggle to find and deliver relevant materials to constituents, and that efficiency has helped improve outcomes across the board.

Brad is also seeking to replicate his approach with new opportunities, including businesses in such highly specific industries as auto repair. He is confident that miEdge and Content Cloud can help support a similar approach to landing accounts in those areas of expertise.

*"There's a lot of information on specific topics of information. And just how it's formatted. It's **clean**, it's **concise**, it's **not super labor intensive** to go through. And you can download it in different formats. So, from a structural perspective of taking bits and pieces of something that you may want to use or leverage, **you have that flexibility.**"*