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ComFrame did a good job of understanding our business needs up front and capturing requirements that guided delivery of an on-target solution. They have proven to be a valuable business partner that we continue to rely on for IT strategy and development initiatives. ◉

Shannon Curd, Director of Operations
Special Programs Division, MSW



COMFRAME CLIENT CASE STUDY



McGriff, Seibels and Williams Improves Customer Retention with Business Intelligence Solutions from ComFrame

INDUSTRY

Insurance

SERVICES DELIVERED

- ✓ Data management
- ✓ Business intelligence reporting and analysis

MAJOR BENEFITS

- ✓ Consolidated enterprise reporting
- ✓ Marketing activity tracking
- ✓ Insurance premium elasticity analysis
- ✓ Increased customer retention

CLIENT SNAPSHOT

McGriff, Seibels and Williams is one of the country's largest and most progressive insurance brokerage firms, with 800 employees in 15 U.S. office locations and more than \$66 million in annual revenues. Headquartered in Birmingham, Alabama, MSW is a wholly-owned subsidiary of BB&T.



With a company history that reaches back more than 100 years, McGriff, Seibels and Williams (MSW) is a part of one of the largest insurance brokerage firms in the United States. MSW provides solutions that include property and casualty exposures, employee benefits, life insurance, pension plans, financial services, surety products and specialty insurance programs.

Business Challenge

The special programs division of McGriff, Seibels, and Williams took on a new carrier for policy underwriting. Early on in this process, one of MSW's largest producers opted to take their book of business in-house. This event was a signal to MSW that they needed to be able to produce better, more timely information to help them stay on top of what was going on across the enterprise and to prevent further business erosion.

To accomplish this, MSW determined they needed the capability to leverage data in numerous, disparate information systems throughout the company, including external insurance carrier systems. This consolidated data management and enhanced reporting capability would provide valuable information to support and enhance a variety of MSW business processes, including marketing and customer retention.

Project Focus

MSW selected ComFrame Software Corporation to help them with this complex information management project. ComFrame worked closely with MSW leaders to understand and analyze the business and technical environment, including the data sources and analytical reports necessary to help them better manage business operations. A critical project task involved identifying and operationalizing MSW's key performance indicators. ComFrame also worked closely with MSW's insurance carriers to understand their data and develop interfaces for data extraction.

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ComFrame developed a dimensional model that enabled MSW to monitor and analyze the business metrics. ComFrame created an extract, transform and load (ETL) process that aggregated data from internal and external systems and loaded it into the dimensional model. Finally, ComFrame developed a series of reports that MSW could use to manage and improve their business operation on an ongoing basis.

Business Results

Since completion of the business intelligence project, MSW has been able to perform comprehensive, centralized reporting from multiple internal data stores and insurance carrier systems. This new capability is helping them in many areas of the business, including the ability to more effectively track and influence marketing efforts, as well as an enhanced ability to perform analysis on the elasticity of insurance premiums. MSW estimates that information produced by the new business intelligence system has enabled them to increase their customer retention rate to more than 95% since implementation of the new ComFrame solution.

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About ComFrame

Since 1997, ComFrame Software Corporation has delivered more than 300 elegant projects for clients in diverse industries across the southeastern United States, helping them reduce IT complexity and successfully deploy modern architectures and applications that improve business agility and efficiency. From offices in Birmingham, Alabama, Nashville, Tennessee, and Beijing, China, we deliver a broad range of custom solutions and packaged business applications. More than 120 architects, software engineers and project managers make up our highly skilled team. Expertise ranges from enterprise application development and integration to strategic business and brand management, usability and user experience engineering, business intelligence, information integration, business process and collaboration management, project and portfolio management, IT mentoring and training in new information technologies and service-oriented architectures (SOA).

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