

Professionalism, Strong Relationships Keys to Winning Unique, New Customer *by Mary Madigan*

It was a happy convergence of coincidence and positive impressions that led to Acordia's [REDACTED] office becoming broker of record for the property and casualty (P&C), Workers' Compensation and Employee Benefits business of [REDACTED]. The P&C business is worth \$[REDACTED] in revenue, and the Employee Benefits business is worth another \$[REDACTED].

It doesn't end there, however. [REDACTED] also seems likely to accept Wells Fargo proposals for various banking services.

Unusual Story of an Unconventional Customer

[REDACTED] does not fit the mold of the usual manufacturing company. Only 6 years old and privately-held, the company manufactures the wildly popular [REDACTED] and electric-powered, ride-on toys. The company is experiencing the pros and cons of extraordinarily rapid growth, and facing unique risks because of the nature of its products.

The circumstances that connected [REDACTED] to Wells Fargo and Acordia are also outside the mold. [REDACTED], who became [REDACTED]'s chief operating officer during the past year, had previously been the corporate controller of a Wells Fargo corporate banking customer. While there, he had been very impressed with the banking services he received from [REDACTED], Vice President and Relationship Manager of the Wells Fargo [REDACTED] office.

Coincidentally, [REDACTED]'s next-door neighbor was [REDACTED], Senior Vice President of Employee Benefits in Acordia's [REDACTED] office. [REDACTED] had impressed [REDACTED] as having the same kind of professionalism, knowledge and customer-focused attitude that [REDACTED] had shown.

As he settled into his position at [REDACTED] and began to find deficiencies in the company's insurance programs and banking services, [REDACTED] knew where to go for the professional services he needed. He called [REDACTED] and [REDACTED].

Focus on Customer Needs Wins Trust

[REDACTED], together with [REDACTED], Vice President, Employee Benefits, conducted a thorough review of [REDACTED]'s employee benefits programs. They provided recommendations for policy changes and needed services, such as COBRA administration, changes in plan structure, and compliance revisions.

[REDACTED]'s more immediate need, however, was addressing their pending P&C renewal, so [REDACTED] introduced [REDACTED] to [REDACTED], Senior Vice President, Property and Casualty in Acordia's [REDACTED] office. "[REDACTED] had some issues with its benefits programs that needed to be addressed, but their biggest, immediate problems involved P&C coverages," said [REDACTED]. "Asking them to talk to [REDACTED] first was the best thing for the customer."

[REDACTED] assembled a team with the expertise to analyze and address [REDACTED]'s unique P&C risks. "We saw many opportunities to help [REDACTED] get better coverages at a lower price and to provide better services, but the first priority was fixing their workers' compensation program," said [REDACTED]. "[REDACTED], Workers' Compensation Claims Manager, helped the client handle claims more efficiently, set up a safety program, and conducted employee meetings on safety and ergonomics. [REDACTED], Account Manager [REDACTED]

██████████, and Customer Service Representative ██████████ provided services that generated trust and ultimately helped us win all of ██████████'s property and casualty business.”

Other team members who contributed significantly to this success included Risk Finance Group Senior Vice President ██████████ and American E&S Branch Manager ██████████. As ██████████ pointed out, ██████████ is likely to be a loyal customer for both Wells Fargo and Acordia because of the professionalism and exceptional services the Employee Benefits, Property and Casualty, and Wells Fargo Corporate Banking teams have provided.

██████████ seconded ██████████'s assessment. “When I talk to ██████████ at ██████████, he tells me how pleased he is with the Acordia team and the solutions they’ve provided for the company. That positive feeling is sure to spill over into our discussions about banking services.”

Acordia Performance Helps Pave the Way for Further Wells Fargo Win

██████████ has been so pleased with quality of the services they have received from everyone at Acordia and Wells Fargo that they are now discussing additional services from Wells Fargo. When ██████████ met with ██████████ in early November, the company said they are very interested in the possibility of Wells Fargo providing Import and Export services, as well as the treasury and merchant card services already under discussion.

This cross-sell success could produce multiple wins for everyone involved.