

# CASE STUDY

## Background

Established in 2000, All Lines Insurance is based in Spokane, WA. More than 85% of its 4,600 clients are in personal lines, while its commercial lines division focuses on a niche audience of commercial trucking insurance.

All Lines Insurance first became an Agency Revolution customer in 2012. Not entirely satisfied, they tried multiple other website and marketing vendors that ultimately left them disgruntled due to inadequate integration with their management system and an overall drop in performance. In late 2017, All Lines became an Agency Revolution customer once again, and today they benefit from a seamless and thorough management system integration, a range of pre-built content and customizable campaigns, and a responsive customer service team.



## Challenges

Seeing the declining effectiveness of traditional insurance growth strategies, All Lines Insurance knew it needed to enhance its digital marketing efforts. The team wanted a modern agency website with more content, added functionality, and a better client experience, plus a marketing platform that integrated fully with their agency management system. Finally, they needed advanced segmentation and more targeted communications to help attract, capture, and convert new leads.

Upon returning to Agency Revolution, All Lines chose [Fuse™](#) for intelligent marketing automation. Fuse™ features robust Quick Start Campaigns, makes it easier to create custom campaigns, and deepens its integration with HawkSoft's agency

management system. The agency also opted for an [Attract™](#) website, giving clients and prospects an intuitive and value-rich online experience. With the help of an [Elevate™](#) marketing coach, the team can focus on the agency's most important goals and devise creative solutions to attract and convert leads.

**When we switched to another vendor from Agency Revolution, our agency's performance dropped. When we returned to Agency Revolution, our numbers quickly started rising again.**



**Jessica Tice**

Marketing Manager, All Lines Insurance

# How Agency Revolution Works for All Lines Insurance

The All Lines Insurance team uses a series of automated campaigns to nurture prospects and deliver value to clients while significantly reducing the burden on staff and closing more sales. Meanwhile, their website brings in more visitors who engage on a deeper level and become leads at a higher rate than ever before.



The new Attract™ website attracts **significantly more quote requests** than their previous website.



**Advanced reporting and audience segmentation ability** saves the team hours each week.



Automated emails targeted to select audience segments yield **higher open, click-thru, and engagement rates**.



The NPS® campaign and reputation management features help the team **respond proactively to dissatisfied customers** before they leave.



An attentive Elevate™ marketing coach helped them **design a winning Sales Pipeline campaign** that increased their close ratio by 33%.



Responsive customer service managers resolve problems quickly and are truly invested in helping All Lines **get the most out of their Agency Revolution technology**.

## Results

All Lines Insurance created a custom Sales Pipeline campaign in Fuse™ that adds leads to one of several sub-campaigns based on a combination of data points in its management system. This allows the agency to automatically deliver extensively tested targeted messages to each group of leads and automatically alert Producers when it's time to call. Shortly after launch, All Lines reported a 33% increase in close rates. In short, half of all calls now result in a sale.

**“Other vendors weren’t integrated deeply enough to let us run campaigns using these data points. Fuse’s ability to trigger automated campaigns on a range of data points is a game-changer,”** said All Lines Insurance Marketing Manager Jessica Tice.

In addition, the agency’s new website makes it easier for visitors to find the information they need without a phone call. With extra time on their hands, the team now focuses on more sophisticated marketing plans to round out accounts and grow its book of business.

Agency Revolution helped All Lines Insurance:

- ✓ Grow policies per client from 1.65 to 1.86 in two years
- ✓ Add 14% more clients in two years
- ✓ Save 20+ hours/week on reporting and segmentation
- ✓ Increase website quote requests by 30%
- ✓ Close nearly 33% more sales calls in less than one year