

THE CHALLENGE

- Unsatisfactory Net Promoter Score
- Limited number of payment options
- Shifting corporate culture away from an underwriting focus to one centered around customer experience

THE SOLUTION

- Ohio Mutual worked with ACI to add new payment capabilities and shift to an account-based system
- The platform enabled policyholders to pay with credit cards, debit cards and ACH
- Benefits included APIs for tokenization to reduce the PCI-compliance burden and integrated treasury management to save time on reconciliation

THE RESULTS

- Policyholders responded positively, raising billing satisfaction scores
- Ohio Mutual's billing satisfaction scores and Net Promoter Score improved
- Agent ratings of the billing platform increased, reflecting their improved ability to serve customers

Ohio Mutual Insurance Raises Billing Satisfaction

The importance of billing and payments cannot be understated. As a primary contact point with policyholders, a modern, simple, secure payments experience can help create happy, loyal customers who pay on time and become evangelists for the organizations serving them. For Ohio Mutual Insurance Group, taking advantage of this touchpoint meant expanding its payment offerings and shifting its corporate culture to bring greater focus to the customer experience.

Increasing Policyholder Satisfaction

Ohio Mutual Insurance Group, with more than \$240 million in premiums each year, covers homes, autos, farms and commercial properties in seven states. The group introduced online payments in 2013 to increase policyholder convenience, but identified additional opportunities to bolster its billing satisfaction and Net Promoter Score. To achieve this, Ohio Mutual dedicated itself to improving the customer experience through a series of initiatives.

The first step in this plan was to modernize the payment options being offered. Policyholders felt the current payment options were lacking in choice and flexibility.



“

The most important thing is making sure we stay contemporary with the billing and payment options we deliver. With this new system, we've done that.”

Chuck Easum
Controller
Ohio Mutual Insurance Group



Working together, ACI and Ohio Mutual expanded the payment options available to policyholders. These fresh new options included recurring payments via credit and debit cards, as well as auto-debits from bank accounts. In addition, policyholders could pay by mobile, web, call center, IVR, mail channels, ACH and check, helping to meet the wide spectrum of policyholder expectations. These improvements were further bolstered by offering policyholders the option of choosing their own billing and due dates.

These additions created immediate benefits. “We thought we would see our (billing satisfaction) score go down initially, due to confusion around the change, before it ticked back up, but our score actually went up during the implementation year,” said Chuck Easum, controller for Ohio Mutual. The group also saw its Net Promoter Score increase by several points, moving Ohio Mutual closer to a best-in-class insurance rating.

Policyholders weren't the only ones enjoying the new system. The billing platform effectively shifted Ohio Mutual from a policy-based system to an account-based system, helping agent partners better serve their customers. This was reflected in the survey results on billing, with agents giving the new system a rating of 8.8 on a 10-point scale. “Many agents will now say that Ohio Mutual's billing and payments system is among the best of the insurance carriers they represent,” said Easum.

Further Benefits

The external benefits helped to satisfy Ohio Mutual's goal of improving its policyholder satisfaction, but there were several internal benefits that also came with the new system. The use of APIs for tokenization reduced the PCI-compliance burden for Ohio Mutual, giving them a more secure solution without inhibiting the payments experience for policyholders.

ACI® Integrated Treasury Management™, part of ACI Speedpay® solutions, was also deployed. This solution effectively takes over all processor relationships, helping Ohio Mutual save staff time on payments reconciliation.

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Key Takeaways and Future Initiatives

One of the key takeaways from this success was the necessity of shifting the internal culture. For Ohio Mutual, prioritizing the customer experience meant establishing a dedicated customer experience team that meets multiple times per week. The group also surveys policyholders regularly, with internal teams reviewing feedback and results, developing action plans and increasing transparency by creating scorecards that are reviewed by management teams each day and posted on visual management boards throughout the company.

Looking forward, Ohio Mutual plans to continue being a customer experience leader in the insurance space. Central to this plan is expanding mobile capabilities with text message alerts and payments. The group is hoping that these improvements will leverage the work already done and position it for even better policyholder satisfaction scores.

For more stories of how insurers can raise satisfaction, security and savings, visit aciworldwide.com/insurance.

About Ohio Mutual Insurance Group

Ohio Mutual Insurance Group, founded in 1901 and based in Bucyrus, OH, partners with nearly 400 independent agencies to distribute quality property and casualty insurance products throughout Connecticut, Indiana, Maine, New Hampshire, Ohio, Rhode Island and Vermont. Ohio Mutual has maintained a rating of "A / Stable" from A.M. Best Co. for 26 consecutive years. Additional company information is available at omig.com.

