



THE HULL GROUP

LOCATION

Toronto, Ontario

SUCCESS WITH

Broker Briefcase®
Canada

BROKERAGE FOCUS

Commercial and private insurance



The most tangible benefit is time. The formats, templates and materials in Broker Briefcase save our agency a lot of valuable time.

— **Olivier Bue**, Vice President of Commercial Lines



BACKGROUND

Established in 1954, the Hull Group serves clients in a broad range of industries and has deep expertise in the communications and media, information technology, professional services, manufacturing and large retail sectors. The Hull Group is constantly looking for ways to evolve and support knowledge acquisition and the utilization of current technology.

SOLUTION

The Hull Group chose Zywave's Broker Briefcase® Canada.

RESULTS

According to Olivier Bue, Vice President of Commercial Lines at the Hull Group, Broker Briefcase has helped drive agency growth. The resources and simple platform for distributing content in Broker Briefcase has helped create more dialogue with prospects and clients about their insurance options.

In addition to bringing value to prospect and client conversations, Broker Briefcase has helped employees at the Hull Group save time and streamline workflow. By having a large library of ready-made resources at their disposal, employees can spend more time educating and servicing their clients.

One resource they've found especially helpful is the monthly newsletters available in Broker Briefcase. In fact, one client reached out saying "it was rare that a monthly newsletter covers such timely and relevant subjects."