

Hundley Batts & Associates



LOCATION

Huntsville, Alabama

SUCCESS WITH

Broker Briefcase® P&C Edition, MyWave Connect®, ModMaster®, Intygral

AGENCY FOCUS

Property and Casualty as well as Personal Lines Insurance

“It impacts everything I do. Every sale I make, I’m using something from Zywave.”

— Michael Vance,
Financial & Benefit Risk Manager

PERSONALIZATION

Using Zywave solutions, Hundley Batts & Associates has strengthened their ability to provide resources and information at a pace that exceeds their competitors. This serves to solidify their reputation as a customer-centric agency.

PROACTIVENESS

Zywave solutions are allowing the agents at Hundley Batts to decide how best to use their resources in a proactive way. This has led to a hugely positive response from existing customers as well as created new opportunities for lead generation within their target client base.

BACKGROUND

A Huntsville, Alabama-based agency founded in 1972, Hundley Batts & Associates boasts over 45 years of experience providing personal and commercial policies. They serve clients seeking home and auto coverage; commercial policies; group and association insurance; and life, disability and critical illness insurance. Founder Hundley Batts Sr. has consistently upheld a corporate philosophy that prioritizes continuous improvement.

As a part of the process for continuous improvement, Batts has a track record of seeking tools, technologies and information that empower agents in ways that lead to growth and development. This has been a key component in the agency’s long-term and continued success. This is reflected in the fact that nearly 80 percent of their new clients come from referrals.

“Mr. Batts promotes continuous optimization and customer-centricity. He believes in empowering his company and gives us the tools we need to grow,” says Michael Vance, Financial & Benefit Risk Manager. With this goal in mind, Hundley Batts & Associates looked to Zywave solutions to help them improve their already superior level of customer service.

SOLUTION

Vance applauds Hundley Batts Sr.’s decision to partner with Zywave to improve their offerings. Despite already achieving a reputation as a customer-oriented agency with a remarkable level of service, Batts’ decision was a proactive one. What’s more, decades of operating in the insurance industry have helped him develop an acute sense of shifting times, technologies and client needs.

Having used Zywave products for over three years, Hundley Batts & Associates works with an entire suite of Zywave solutions, including Broker Briefcase P&C Edition, ModMaster, MyWave Connect and Intygral. At this stage in the game, Zywave is central to their operations. As Vance puts it, “It impacts everything I do. Every sale I make, I’m using something from Zywave.”

While he likens Zywave products to a toolbox he can use when meeting with clients, Vance realizes that the true value isn’t in what is provided to him, but rather, what is provided to his clients. “If it doesn’t add value for my clients, I don’t need it,” says Vance. This points to the high level of value in how they have implemented and used Zywave products.

RESULTS

Vance points toward several key benefits of using Zywave products—benefits that have had a tremendously positive impact for Hundley Batts & Associates. Among these are increased productivity and engagement with new and potential clients, the ability to generate more leads and the ability to follow up with potential clients in a way that truly differentiates their agency. He also points toward tools, like the checklist, which foster a greater sense of partnership between them and their clients. While it may seem like a simple tool, the checklist allows brokers to walk into a conversation and touch on all of the key points that may be important to a specific client.

Hundley Batts & Associates recently conducted a 30-day campaign using MyWave Connect that allowed them to send out content to their target client population. While impressed by Broker Briefcase’s ability to track how users respond to their content, Vance noted that several potential clients followed up with them directly after receiving valuable information found in the product.

“I’m more proactive on a consistent basis because Zywave gives you tools that allow you to reach out consistently,” Vance says. This ability to create content that brings clients to the table, ready for a discussion, has been invaluable for their agency.

The elements and content from these tools has provided the freedom for Hundley Batts & Associates to create the next chapter in their growth and success—a perfect match for Hundley Batts Sr. and his vision for his agency.