

Hilb Rogal & Hobbs



OneSource

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*—Robert O'Brien
Vice President of
Production and Sales
Development*

Out-thinking Other Providers

Hilb Rogal & Hobbs (HRH) is the eighth largest insurance intermediary in the United States, with over 120 offices throughout the United States and London. HRH helps clients manage their risks in property and casualty, employee benefits, professional liability, and other areas of specialized exposure. In addition, HRH offers a full range of personal and corporate financial products and services.

Understanding Client Business and Risks

Hilb Rogal & Hobbs' brand promise is to out-think and out-serve other risk management and insurance providers by creating solutions that are exactly right for each client's business goals. This requires that every producer be well informed on their clients' businesses, employees and risks. Armed with in-depth knowledge producers can find the insurance and risk management solutions that best fit their clients' needs.

HRH recognized early on that a good source of external business information could help the company achieve this goal. They initially chose Hoovers as their primary source of company information, but quickly realized they needed a business information solution that was easier to use and offered more current and accurate information. They decided OneSource was the answer. HRH switched to OneSource because it offered better return on investment (ROI) than other information providers currently available.

Better Intelligence, Increased ROI

Today, OneSource is used by over 500 HRH producers and account executives for prospecting, engagement preparation, and account nurturing. OneSource helps the HRH team win new business and grow long-term relationships.

"OneSource helps our producers gain a better understanding of our clients by giving them quick, easy access to accurate company descriptions, industry reports, and news," says Robert O'Brien, Vice President of Production and Sales Development. "Armed with this intelligence, they can engage with clients far more efficiently.

After the initial sale, OneSource helps us nurture our clients by staying informed on their business and industry and finding new ways to help them," O'Brien explained.

"OneSource offers more base functionality with fewer ad-on costs than Hoover's and that makes it more cost-effective," according to O'Brien. "We've also found that more producers are actually using OneSource—three or four times more, because it's easier to use. That has a tremendous impact on our ability to drive business."

OneSource's detail usage reports also helps HRH manage its subscriptions expenses more efficiently. O'Brien and members of his team can track user activity to determine who uses OneSource and how often they use it. This information can be used to reallocate licenses or to educate individuals on how to use the business information to enhance their daily sales processes.

Immediate Results

OneSource began helping the HRH team even during the initial training. After finishing a training class, the West Coast team used OneSource to research a large current opportunity. The team uncovered detailed information concerning the prospect's company and industry and was able to prepare more effectively for their engagement. "Our team was immediately impressed," commented O'Brien.

Room to grow

In the future, HRH plans to integrate OneSource business information within an enterprise CRM system. The company is currently evaluating different options and is confident that the final solution—infused with OneSource business information—will help enhance overall sales effectiveness.

Company Profile	<ul style="list-style-type: none">■ Eighth largest insurance intermediary in the United States
Challenges	<ul style="list-style-type: none">■ Driving growth through new business■ Understanding client needs thoroughly■ Improving producer efficiency
OneSource Solution	<ul style="list-style-type: none">■ OneSource Business Browser, 500 seats
Results	<ul style="list-style-type: none">■ More effective engagement preparation■ Increased ability to monitor and address on-going client needs

" I'm very impressed with the various capabilities of OneSource compared to what we were previously using. We were presented with a potentially large opportunity right on the heels of our OneSource training. We pulled the prospect up in OneSource and had the tools to gain a tremendous amount of information concerning their company and the industry they're involved in which aided us in winning the business. This confirmed OneSource is a great tool and they have excellent training! "

—Guy M. Newman, CIC
President
HRH of Central California



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