

## Universal Insurance Group



Universal Insurance Group is a Des Moines based insurance agency that started as a family business in 1990 offering one product: liquor liability insurance. In 2001 the business expanded into a general agency that offered more products in a broadened territory. Today, UIG employs around 35 people and acts as an agency for about 3,000 insurance companies throughout 18 states. UIG offices are in Des Moines, Iowa; St. Louis Missouri; Scottsdale, Arizona; Durham, North Carolina; Rancho Margarita, Los Angeles, California and Las Vegas, Nevada. Overall, UIG has grown from \$2 million in annual sales to about \$30 million since 2001.

### UIG's Need

While expanding, leaders at UIG quickly realized they needed to consolidate technology. Specifically, they wanted a basic management system to serve and oversee their customers and automate paperwork that was being processed manually. As UIG has continued to grow over the past 15 years, they have worked with LaunchIT experts on a continuous basis to upgrade and add onto their original system.

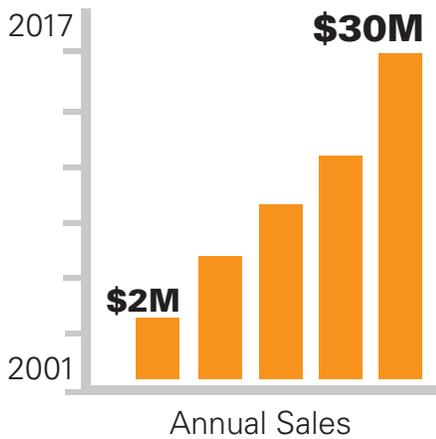
*“LaunchIT has played a pivotal role in Universal Insurance Group’s (UIG) growth for many years, helping transform the company from a small family insurance operation to a widely-respected nationwide general agency. They have always been innovative with the technologies and solutions they’ve suggested and implemented to help UIG grow.”*

– Eddie Mauro President & COO, UIG

### Objectives

**With its new, custom automated management system, UIG hoped to:**

- Improve customer service.
- Achieve more revenue out of each customer “touch,” while simultaneously saving money, touching customers fewer times.
- Enhance their end-user experience by making it easier and friendlier for customer agencies to do business with UIG.
- Increase their overall operational efficiencies and continually move toward a paperless environment.



Increased from  
**1 to 7**  
Offices

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Consistent  
**100%**  
Annual Increase  
in Sales



Portfolio expanded from  
**1 Product to  
Hundreds**

## LaunchIT's Solutions

LaunchIT first built a consolidated management system into one central website, while defining the branch offices. This involved unifying the server platforms and merging existing databases into one global database.

LaunchIT experts have kept UIG current and even ahead of the curve. Our team has continued to:

- Solve emerging problems.
- Respond to UIG's customer requests for tools and resources to help them work more effectively and efficiently.
- Suggest new strategies and technologies to continually streamline and automate all phases of UIG's office operations for administrative reporting, agency dashboards and claims processing.

The resulting enhanced management system provides flexibility to update, upgrade and adjust quickly to technological developments in the insurance industry at the end-user level. Currently, UIG and LaunchIT are continuing their partnership to build a custom, integrated accounting system. Once built, LaunchIT will be able to seamlessly migrate UIG's accounting data from its current system to the new solution.

## TECHNOLOGY STACK

- .NET
- SQL Server
- jQuery

## The Results

Now, UIG faces less duplication of effort and fewer errors, which has led to more efficiency at every level of operations. This has allowed UIG to achieve outstanding results, including:

- A consistent, nearly 100 percent annual increase in sales for the past 15 years, growing the company from \$2 million to \$30 million.
- A sales and service territory that grew from two states to 40 states, with six more offices established.
- A customer base that grew from 500 agencies to more than 3,000.
- A products portfolio that increased from one product to hundreds.