

## CASE STUDY:

# Leading Auto Insurer Expands Program by a Hundredfold with Distribution Solutions



**Client:**  
Leading U.S. Auto  
Insurance Provider

**Market:**  
Insurance

**Solution:**  
Kitting and distribution of driving behavior  
monitors for innovative rating program

**Services:**  
Kitting  
Fulfillment  
Distribution

**Benefits:**

- Increased speed to market by 50%
- Improved delivery coverage area
- Avoided investment needed to manage fulfillment internally
- Created business continuity with dual sites
- Supported substantially increased order volume

## Situation

One of the United States' largest auto insurance providers started a new discount program that provided a device for customers to install in their vehicles that would record their driving habits over a period of time. Based on this data, the company would provide a customized policy with rates based on their driving behavior.

At the program's launch, the insurer started sending the devices to customers using limited internal resources to complete fulfillment. With no additional funds or tools available to handle the anticipated growth of the program, they began to look for a partner to help them manage the distribution and fulfillment of the devices.

## Solution

When looking for a partner to assist with the program's growth, the insurer wanted a partner with expertise in kitting and fulfillment who could manage their costs, provide quick turn times and reach their nationwide customer base.

Building on an existing relationship with the insurer, Taylor Communications created a dedicated area in one of its Business Service Centers for the company's program. Kitting and distribution has since expanded to another Business Service Center to help handle the insurer's expansion rate and fully integrate with their systems. The expansion established a business continuity plan and also increased the program's explosive growth and speed to market.

These processes allow Taylor Communications to act as an extension of the company, rather than just another vendor, even going so far as installing a cell tower at one of the locations for quicker activation of the devices.

## Benefits

Using internal resources, the insurer was only able to kit and fulfill about 1,000 orders a month with a 48- to 72-hour turn time. By partnering with Taylor Communications, they are now able to support close to 100,000 orders each month. In addition to multiplying their fulfillment by a hundred times, the insurer is able to complete orders in less than half the turn time.