

Small Business Service Center

Dedicated to the Needs of Your Small Business Clients

FOR AGENTS AND BROKERS



Benefits:

- Consistent service costs
- Expanded operating hours
- Additional revenue-generating opportunities
- Focus on client retention
- High-quality customer service

More than 90% of policyholders are satisfied with our Small Business Service Center.¹

We're continually improving our operation to attain even higher levels of satisfaction.



Our Small Business Service Capabilities

We understand the amount of time and resources it takes to provide your clients with outstanding service. That's why we created the Liberty Mutual Insurance Small Business Service Center. By directing your small business clients to our knowledgeable, licensed professionals, you can feel confident that they'll receive fast and efficient service, the kind that helps strengthen relationships and retain business. Then you can devote more time and energy to developing key relationships, following up on leads, and winning new business.

We've built our service organization based on decades of experience responding to the needs of small businesses. By putting our Small Business Service Center to work for your agency and your clients, you'll enjoy a number of benefits:

Branding

To ensure your clients are aware of your role in responding to their needs, our representatives use your agency's name during all customer interactions.

Business Made Easy

When you work with the Small Business Service Center, you don't have to worry about losing your established relationships with your local Liberty Mutual underwriting team. Your underwriter will still be available to help evaluate new business prospects and determine the right fit for your agency and Liberty Mutual.

We also help your clients by offering extended hours, beyond what you can usually provide. From Monday through Friday, 8:00 a.m. to 9:00 p.m. ET, representatives will take your clients' calls and provide excellent service — with multilingual capabilities available.

Effective Delivery

We know your clients depend on you for the right answer, promptly. That's why we answer 80 percent of our phone calls within 20 seconds, and have trained our representatives in all aspects of your small business clients' needs. Here are a few examples of the ways in which we deliver for your clients:

- Process certificates of insurance and auto ID cards within 24 hours
- Respond to email requests within 24 hours, and handle rush requests immediately
- Provide warm transfer capability on all calls transferred from your agency
- Make pre-renewal calls on all accounts over \$10,000
- Maintain your agency's service expectations with a local feel and personal touch

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Flexibility

If you have a few small business clients you'd like to continue to service yourself, it's easy. You can select the accounts you'd like the Small Business Service Center to handle and we give you the flexibility to maintain the personal relationships you've worked hard to establish.

Transparency

When you direct your clients to the Small Business Service Center, you're still able to stay up-to-date on their service requests and see how we've responded. For example:

- You can review reports that detail the types and volume of activities performed on your behalf.
- You're notified of all additional lines of coverage written by the Small Business Service Center.
- You receive timely communications about all key interactions with your clients.

Best-in-Class Service

You can rest assured knowing that our experienced, licensed professionals are providing your clients with the kind of fast, efficient, and courteous service they experience with your agency. Here are some of the ways we ensure excellent service:

- Fully licensed representatives
- Extensive quality assurance program
- Comprehensive training and ongoing development
- Continuous process evaluation and improvement
- Enhanced customer experience based on policyholder feedback

Growing Your Book for You

In the course of servicing your accounts, the Small Business Service Center can also help your agency add revenue. Our licensed representatives have been trained to identify opportunities to add coverage and are experienced in highlighting coverage needs for small business clients. Here are just three ways we can help enhance your revenue:

- Consult with your clients on their current coverage and any policy changes they request
- Cross-sell coverage to help “round out” an account
- Issue pre-renewal questionnaires to ensure your clients are adequately covered

For more information about the Small Business Service Center, contact your territory manager or visit libertymutual-sbsctour.com.

1. 713 survey respondents, May–Sep. 2014



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