Agency	Location	Website
Gila Insurance Group, LLC	Safford, AZ	gilainsurance.com

How InsuredMine's eSignature feature revolutionized Gila Insurance's business operations

An agency specializing in commercial and personal lines insurance, Gila Insurance, has found its operations dramatically transformed through its partnership with InsuredMine.

Agency situation

Gila Insurance Group owner and sole administrator, Derek Kartchner began the process of seeking out an electronic signature solution that could reduce overall policy turnaround time and improve overall operational efficiencies.

Solution

The integrated eSignature tool within the InsuredMine CRM portal simplified the process of completing insurance forms, allowing users and clients (the insured) to conveniently sign and send them for approval.

Benefits

Built into the CRM portal with no additional cost

80-100 new policies a month (25% sign in office; 75% with InsuredMine)

Time and cost-saving

Summary

Gila Insurance is a trusted provider of comprehensive insurance solutions, with a commitment to exceptional customer service and personalized coverage options. Whether it's home, auto, commercial, or specialty insurance, they strive to protect what matters most to their customers.

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Implementing eSignature is a fundamental process that should absolutely be adopted by every agency. Why would you need to pay for an external service when the capability exists right here, right now.

Derek Kartchner | President

CHALLENGE | **Limitations with other tools**

Gila Insurance Group insurance agents offers a range of policies, including auto, home, specialty vehicles, and landlord insurance to individuals and businesses of all sizes. Derek, recognized the pressing need for improvement in client communication and business process development, leading to the establishment of a partnership with InsuredMine.

SOLUTION & BENEFITS | **Increased operational efficiency**

During his search for a new CRM, Derek came across InsuredMine at a trade show. Despite encountering some early-stage bugs initially, he recognized the immense potential of the platform and decided to revisit it in November 2022. The choice to embrace InsuredMine was based on its user-friendly interface, powerful communication and automation features, and overall simplicity of use.

Despite experimenting with several signature methods like EZLynx and Form Stack, Derek was unsatisfied until he explored InsuredMine's eSignature.

Upon re-introducing InsuredMine, Gila Insurance experienced significant operational improvements, primarily driven by the platform's eSignature feature.

Derek emphasizes that an eSignature tool is "a crucial component that should be implemented by every agency."

Adopting the eSignature feature resulted in substantial efficiency gains and cost savings. Previously, using Formstack incurred expenses of approximately $35-$40 per user. However, with the adoption of InsuredMine eSign, Gila Insurance Group managed to save $150 per month. Furthermore, the utilization of this feature enabled the signing of 80-100 new policies, with 25% being signed in the office and the remaining 75% processed through InsuredMine eSign.

Derek found the implementation and learning process of the eSignature feature to be simple and straightforward. Its daily use became standard practice, especially for new policy sales.

Despite Derek's suggestions for better AMS and eSignature integration and improved mobile experience, the eSignature feature remains central to Gila Insurance's operations.

Conclusion

Fostering business growth is what the InsuredMine eSign tool does organically. Gila Insurance Group was able to easily implement this built-in tool and not only provide e-signing for their clients, but a fully functional document and e-signature solution at a low-cost. New users get the assistance they need for a price that makes InsuredMine eSign the obvious alternative to other e-signature solutions.

Gila Insurance's transformation since partnering with InsuredMine highlights the profound benefits InsuredMine can offer to insurance agencies. Derek's message to other firms: "Why look elsewhere? If you're a heavy user and not with InsuredMine, you're simply missing out."

About InsuredMine

Chosen by over 1,000 independent agencies, InsuredMine is your go-to sales and marketing platform with industry-leading integrations. Everything sales, marketing, and analytics, in one platform to help manage the entire customer journey from lead to renewal. Learn more by visiting **www.insuredmine.com** and experience how InsuredMine can help you in automating and optimizing business processes.