

## TEAM COMMITMENT THE KEY TO SUCCESSFUL LAUNCH AT SRP FEDERAL CREDIT UNION

It's not often that a whole team rallies behind one idea—but at SRP Federal Credit Union that's exactly what they did when launching insurance services for their members.

A credit union with members across South Carolina and Georgia, SRP was looking for a fast-track into the insurance business. Insuritas provided a turn-key solution while allowing for SRP to determine how effective the credit union could be in this new product line.

From the onset of the process, SRP was driven by their excitement for what Insuritas could offer. Insuritas was the reliable partner SRP was looking for and provided a smooth transition to the insurance business.

"Everyone was excited because they knew it was the right thing to do." The whole company was actively engaged in the process because Insuritas was the "perfect solution and perfect opportunity" Templeton said.

In fact, staff commitment was so high at SRP, that Templeton believes his team would have made it work, even if he didn't want to. "I didn't have to motivate, they were prodding me to go faster. It was pure enthusiasm for the product and the product line," said Templeton.

### TEAMWORK AND STRONG LEADERSHIP LEAD TO RESULTS

Angela Becker, Assistant Vice President – Client Development, saw the same excitement from the SRP team, crediting their teamwork and willingness to take on tasks with their ultimately successful launch.

Becker also says Templeton's involvement was invaluable to this success.

Templeton was actively involved in the process from the onset working as a project manager for the team. "He did a great job managing the people involved in the process, while also allowing me to work with the team members," according to Becker. "His expectations and his leadership were critical to a timely agency launch."

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## Their quote to sold ratio continues to increase

Between weekly calls and on-site training, Templeton actively worked as a facilitator for his team, meeting with staff to make sure that each team member understood his/her responsibility, and working to ensure that everyone stayed on task while keeping the end goal in mind.

### **SUCCESSFUL LAUNCH AND GROWING NUMBERS**

The team's commitment wasn't just talk, either. The numbers are reflecting their hard-work.

Since launching in March 2014, SRP is seeing about 150-180 leads into their agency each month. "Their quote to sold ratio continues to increase," says Becker. The agency's quote to sold ratio in May was over 49%, far above their goal of 39%.

SRP has limited marketing to word of mouth and their website while the agency is in its early months. As of May 2014, Becker indicated "They still have a few marketing initiatives to launch, which should also increase the number of leads into the agency."

Becker credits the SRP team for their success. Their active participation, preparation before, after, and in between weekly calls was "critical to staying on track during a tight launch schedule." According to Templeton, it was a team effort--"management commitment and,- staff commitment - in conjunction with a partner who could deliver on their promise."