



TribeAgency delivers a distinct Web identity and interactive product tour for **Insuresoft.**



Market Outlook

The insurance software industry offers highly specialized, niche-based products, geared towards a limited and specific market. Insurance software companies may attract only one or two new clients per year, and must be committed to the service and maintenance of their existing clients. Given the intimate size of the industry, it is crucial that insurance software companies get both their name and product information out to potential insurance carrier clients. In the insurance industry “cold hard facts” rule the day, as it is the technical features of a software solution that will truly make the sale. However, the dedication of a company’s service and support team can heavily influence the final purchasing decision. A web presence that communicates both the technical product information and the human element of commitment and care is crucial to an insurance software company’s success.

Opportunity

Insuresoft, Inc is a leading policy processing systems provider for the property and casualty insurance industry. Insuresoft offers a suite of products and services that meet the unique automation needs of managing general agents and insurance companies in North America. Insuresoft is a privately held company headquartered in University Park, Illinois, with offices in Alabama, Florida and Minnesota. Insuresoft employs over 90 insurance automation specialists.



Insuresoft came to TribeAgency as a newly emerged entity on the insurance software horizon. In 2004, Insuresoft (formerly the Diamond Division at Applied Systems) had broken off from its parent company to form an independent enterprise. While Insuresoft’s flagship product the Diamond System™ was already a recognized name in the insurance industry, few carriers were aware that Insuresoft was now separate from Applied Systems. Insuresoft’s challenge was to leverage industry regard for the Diamond system, while building a distinct brand identity reflecting the values of the new Insuresoft. And a website redesign was the perfect launch pad for Insuresoft’s mission.



INSURESOFT WEBSITE CASE STUDY



Solutions

TribeAgency initiated the redesign process with a site architecture review. TribeAgency worked with the Insuresoft team to assess the company's existing website structure and determine the new site areas and material necessary to develop the well-rounded website the company desired.

TribeAgency provided copywriting services to flush out less developed areas of the website and ensure a consistent voice across the entire site. A major focus of the project was to develop the Insuresoft's press releases and case studies to show clients that although Insuresoft is a newly independent company, it has an established client rapport, and excellent reputation.

From a look and feel standpoint, TribeAgency's design team set to task creating a new visual identity that complimented Insuresoft's current product brochures and previous marketing collateral. To meet Insuresoft's request for a clean but eloquent interface the design team prepared a variety of design options for the client to review. It was clear that the TribeAgency design team hit the mark as Insuresoft chose the first design concept presented.

The final challenge of the project was creating an interactive, Flash-driven product tour to highlight the features of Insuresoft's Diamond System. The non-linear Flash tour was designed to lead the user through a comprehensive detail of the integrated components of the Diamond system, while still allowing them the freedom to jump from section to section as they desire. The product tour is available to registered prospects on a secured-access section of the website, enabling Insuresoft to capture data about their serious prospects and establish a personal correspondence from day one of the RFP process.

Insuresoft can now refer clients and prospects to its website with **confidence** that the site will accurately reflect and **represent the company.**



Results

The redesigned website and brand new product tour have a bracing look appropriate for a company fresh on the market. Insuresoft was particularly pleased with the balance of necessary factual information and distinct personal touches that the site provides through visual design and developed content. Insuresoft can now refer clients and prospects to its website with confidence that the site will accurately reflect and represent the company through all aspects of its business.



2039 W. WABANSIA AVE.

CHICAGO, IL 60647

P: 773.227.2200

INFO@TRIBEAGENCY.COM

WWW.TRIBEAGENCY.COM