

Society Insurance Puts the Policyholder First

With a strong focus on protecting the livelihoods of its policyholders, Society Insurance enjoyed an excellent 2013 while setting the stage for greater things to come.

A renewed commitment to serving the business owners that the company insures across its four-state operating territory of Wisconsin, Illinois, Iowa and Indiana helped Society to increase policyholder surplus by more than 10 percent in 2013.

“It really is all about the policyholder to us,” said Society Insurance President and CEO Rick Parks. “Our independent agent force is fantastic and we wouldn’t be who we are without them, but at the end of the day, we’re all in this business to help the business owners that we insure achieve their goals — no matter what happens.”

Society kicked off 2013 with a complete rebranding to more directly speak to the issues that matter to business owners in the core industries the company insures: restaurants and bars, supermarkets and convenience stores, medical clinics, auto service shops, and other small businesses. The company’s new tagline of “Small details. Big difference.” highlights important small coverage details — like the fact that Society’s business interruption coverage kicks in immediately after a power outage, and not after a 72-hour waiting period like most insurers — that can make a big difference to the long-term success of a business after something bad happens.

The company has also placed a great deal of focus on being more than just another insurance company. Through their website (societyinsurance.com), Society provides free tools to all business owners that will help them run their businesses more safely and efficiently, saving everyone time and money in the long run.

In 2013, Society rededicated itself to maintaining a stronger presence in the Fond du Lac community. Society has been located in Fond du Lac since 1918 — conducting business from its current site at 150 Camelot Drive since the early-1990s — and its roots are stronger than ever. Society provided volunteer and financial support to many local causes throughout 2013, including, but not limited to: the American Red Cross, the Fond du Lac Area United Way, New Beginnings Pregnancy Center, the Children’s Museum of Fond du Lac, the Boy Scouts of America, the Volunteer Center of Fond du Lac County, and Loaves & Fishes.

Society also began looking to the future in 2013 with a significant investment in technology. A new policy administration system will lead to more efficient processes and a better experience for policyholders. New software and hardware upgrades have also enabled Society to start offering its employees — who have an increasingly larger geographic footprint as the company continues to grow throughout its current four-state operating area — the ability to work more efficiently from remote locations.

“We had a great 2013 and are off to another good start in 2014,” Parks said, “but the only way we can keep that momentum going is by continuing to do right by our policyholders. If we can’t look in the

mirror after the day is done and say that we truly helped our policyholders, then we have failed in our mission.”