Customer Spotlight: Higginbotham Insurance

Executive Summary

Higginbotham Insurance noticed that customers were consistently inquiring about electronic payment options to pay for their insurance policies. While the company did accept credit cards, it did not offer the choice to pay via ACH.

THE GOALS

- Offer clients electronic payments
- Speed up receivables
- Bind policy faster
- Streamline reconciliation process

The Results

After Higginbotham's custom payment page was up and running, they were immediately able to offer clients the option to make electronic payments. Now, the insurance company is able to accept both credit cards and ACH. The technology has also allowed them to bind business much faster.

Tony Haas said the e-payment portal has cut down the reconciliation process by approximately two days. Using ePayPolicy, he said, has streamlined Higginbotham's overall process.

"It's an easier process than a wire solution," he said. "The simplicity of it made it a no brainer."

> *"Anytime you can do electronic payments, versus sending an actual check, it makes the whole process easier," said Hass. "Handling checks is old school."*
>
> ***Tony Haas, Controller***

HIGGINBOTHAM™