

# ConnectPoint Revolutionizes the Roofing Estimation Business with Profitics CEM Suite

## A Profitics Customer Success Story

### Challenge:

ConnectPoint Resolution Systems (ConnectPoint) provides technology solutions and services to the insurance and roofing industries. Their customers include insurance companies, adjusters, roofing contractors, and home owners.

ConnectPoint conducted a complete reassessment of their business processes and found a number of challenges that needed to be addressed:

Collaborative economic activity between their customer segments was cumbersome, manual and error prone

The engagement process with these customer segments needed to be built around sophisticated engineering and geographic data

The sales process for contractors was prohibitively expensive (almost 30% of revenues)

Estimation of roof damage was expensive and time-consuming for claims agents

Homeowners waited months to get their roof fixed because it was difficult to shop for a contractor

Insurance companies wasted extraordinary amounts of time to investigate and close claims

ConnectPoint and Profitics saw a unique opportunity to streamline the processes of Lead generation, Lead management, Lead qualification, Estimation, Sales, and Collaborative interaction between a variety of partners.

### Requirements:

A flexible and scalable secure internet/intranet solution to support rapidly expanding user base

A secure and streamlined solution to transfer claims information between insurance companies, homeowners, contractors and adjusters

A damage assessment solution based on high-end aerial images of roofs

A technology solution to support insurance industry-quality roof measurement data to efficiently audit claims information

A mobile solution to enable users to transfer information via their cellular devices

A solution that was easy to manage independently after deployment



### **SUMMARY**

**CHALLENGE:** ConnectPoint's roofing estimation process was cumbersome, error prone and prohibitively expensive. ConnectPoint saw an opportunity to streamline processes through a web service-based collaboration platform.

**SOLUTION:** A powerful SaaS platform for multi-party collaboration, workflow integration and ecommerce. Exponential improvements in the claim fulfillment cycle and data accuracy helped ConnectPoint revolutionize the market.

**IMPACT:** ConnectPoint revolutionized the market with Profitics CEM Suite, using multi-party collaboration and work management to streamline business processes and exponentially increase revenues.

"We engaged Profitics in September of 2008 and the first version of Profitics' solution went live on the 17th of Dec 2008. We have come to rely on Profitics to provide game-changing solutions and rapid results."

Tom Bartlett, President,  
Connect Point Resolution Systems

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The Profitics logo, featuring a stylized red graphic of overlapping squares and rectangles to the left of the word "Profitics" in a large, bold, red sans-serif font.

Profitics' consulting team created a unique solution for ConnectPoint utilizing our proprietary ValueLeak consultation process. In evaluating multiple vendors, ConnectPoint found that Profitics solution closely fit their criteria, were most cost efficient and could deploy a complete SaaS solution quickly.

### Solution:

Profitics CEM Suite (Profitics Loyalty Program module)

Profitics Smart Client Technology

Profitics SaaS deployment infrastructure

Complete point and click management

Profitics created the solution in 90 days with the following key

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### Features:

Integrated multi-portal platform enabling homeowners, contractors, adjusters, and insurance companies to access claims information

Web services - based inter-enterprise collaboration platform for the roofing estimation process

Online marketplace enabled easy access for contractors to new roof images generated, prior estimates as well as contractor leads for homeowners

Workflow management platform enabled claims status monitoring and fulfillment across multiple parties

Brand and Product Marketing using Social Web/ Web OS integration – integrated Google Earth and Google Maps to create a powerful geographic data analytics engine

Mobile integration with all portal platforms enabling easy mobile collaboration and data transfer

Platform converts business process information from multi-enterprise workflows and delivers powerful business analytics for planning and optimization

### Impact:

Profitics and ConnectPoint revolutionized the roofing estimation business by automating the estimation process and streamlining the workflow between key partners. Profitics CEM Suite enabled a broad range of partners to collaborate and integrate information to increase the timeliness and profitability of the estimation process for ConnectPoint. ConnectPoint's streamlined roofing estimation process substantially reduced damage estimation costs and exponentially increased productivity and data accuracy.

### Key Success Metrics:

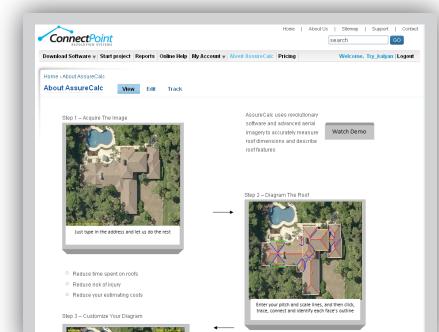
Project estimation time reduced 95%

Data accuracy on estimates improved to nearly 100% - originally a 60% error rate

Roof estimate cost reduced by \$4,000 per roof

ConnectPoint achieved 100% operational ROI within 6 months

Fully functional portal solution launched within 90 days of engagement



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