



West Bend Insurance Company: Delivering an Exceptional Experience with a Unified Digital Payments Platform

West Bend Insurance Company, a multi-line insurer based in West Bend, Wisconsin, has been committed to providing trustworthy protection to individuals, families, and businesses for more than 130 years. Carrying an AM Best 'A' rating and ranked in the top 75 property & casualty companies nationwide, West Bend offers personal, commercial, and specialty insurance solutions, including auto, home, property, workers' compensation, and surety bonds. Consistently rated as a 'Best Place to Work' by numerous regional and national organizations, West Bend is recognized as an insurer with a high level of associate engagement and satisfaction.


Delivering Speed with Rapid Claim Disbursements

With customer expectations being shaped by their experiences in other industries, West Bend realized that mailing paper claim payment checks was no longer sufficient. They decided to accelerate their digital claims payment strategy to deliver a better experience for their policyholders and vendors. West Bend aimed to not only provide rapid claim disbursement to their customers but also greater payment flexibility, convenience, and control. To achieve this required a sophisticated and feature-rich platform offering speed, ease of use, and a wide range of payment options. Additionally, they sought a payments partner with a dedicated insurance focus. They found both with One Inc and in 2020 implemented the ClaimsPay® platform.



About West Bend

West Bend Insurance Company, headquartered in West Bend, Wisconsin, has been providing insurance for homes, autos, and businesses for over 130 years. With a team of more than 1,600 associates, the company partners with over 1,500 independent insurance agencies across 15 states to deliver exceptional products and outstanding service to its valued customers.



*"Vendor digital payment adoption is a big success for us! Our **overall vendor digital payment adoption rate is 78%**, which is fantastic. With so many vendors already having stored payment preferences through the One Inc Network, we have very little work regarding vendor onboarding or management. **And when offered payment choice, 96% of our policyholders and claimants select a faster digital payment.**"*

— Jessica Klas, Claims Director, West Bend

Digital Payments Case Study

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Success Drives Further Innovation with Next-Gen Premium Payment Technology

Energized by the success of ClaimsPay, West Bend recognized the urgent need to also improve their premium payment experience. Insurance billing is complex, and they were dissatisfied with their premium payment provider at the time. A lack of responsiveness, persistent system challenges from an unstable and cumbersome platform, and rising costs made the decision to switch unavoidable. Having already benefited from digital claim payments and One Inc's innovative capabilities, it only made sense to also leverage the robust functionality of PremiumPay® and expand the One Inc partnership to include inbound payments.

Implementing over the past year, West Bend has transitioned the majority of their inbound payments to the PremiumPay platform, enabling them to streamline and modernize several processes.

As for the implementation experience, West Bend's Senior Vice President and Chief Financial Officer, Heather Dunn, explains that it was far easier than others they have been through with previous vendors.

"The system is so intuitive that it required minimal training or organizational change management – our associates just understand it without additional guidance. There's still a genuine sense of excitement, which is truly invaluable."

Significantly Improving Ease of Use and Increasing Customer Satisfaction

The benefits garnered from PremiumPay have included increased payment speed and improved ease of use for both West Bend associates and policyholders.

Their 'Quick Pay' process for completing one-time payments has been streamlined from fourteen clicks to just five, resulting in a significantly faster and more enjoyable experience.

According to West Bend's Billing Director, Kristen Kollmansberger, it is extremely rewarding to receive positive responses from policyholders about the new digital payment capabilities offered through the PremiumPay platform. "We are thrilled to provide our policyholders with a streamlined and modern payment experience, mirroring the convenience they enjoy in other facets of their daily lives. **We have received such wonderful comments from our customers about the ease of use.**"

*"Our credit card acceptance costs have increased 25% in each of the last five years. **Partnering with One Inc to implement payment service fees for credit card payments is a huge win for us.** We are now able to substantially drive down operational expense and still provide our policyholders with payment method choice – a much better alternative than raising rates for all our policyholders."*

— Heather Dunn, Senior Vice President and Chief Financial Officer, West Bend



Feedback from policyholders includes:

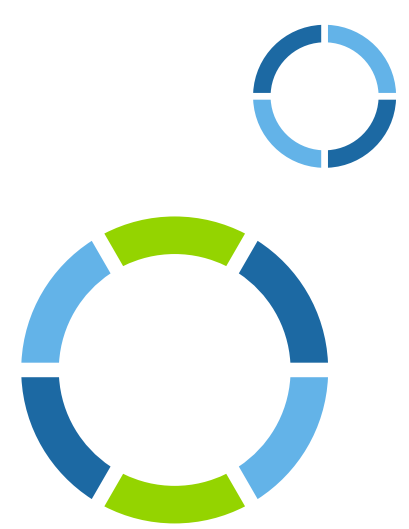
- *I am in my seventies and have been a West Bend customer for many, many years. For the first time, it was easy to pay my bill! Thank you for that. It means a lot.*
- *New billing is outstanding. Whoever came up with this system deserves a lot of credit. I always dreaded going through all the steps to make an online payment, and now that it is streamlined, it makes me more satisfied to stick with this company.*
- *Your new payment portal is much better than the previous one. Much quicker and easier to navigate. It's very easy to pay online. Thank you.*
- *Thank you. I love this method of billing. Not a lot of questions. Not a lot of time is spent on finding information. Simple and to the point!!!*
- *This site is very, very user friendly. Thank you so much for updating this. I really appreciate this layout.*

Whether referred to as convenience fees, credit card surcharges, or payment service fees, these additional charges have become ubiquitous. They appear everywhere, from retail stores and restaurants to healthcare facilities, and are increasingly accepted as a regular part of life. According to a 2022 survey conducted by PYMNTS, an overwhelming 85% of consumers in the U.S. do not take issue with paying surcharges for credit card use.

By partnering with One Inc, West Bend has been able to implement a payment service fee model on all credit card payments. Optimizing premium payments in this way has not only given them the ability to significantly reduce operating expenses, it has also enabled them to preserve customer payment method choice.

Reducing Card Acceptance Costs with Payment Optimization

Insurers have seen their credit card acceptance costs increase substantially in recent years due to interchange rate hikes, but there are ways to offset these charges to reduce overall costs. Payment service fees can be added to the total payment cost for the convenience of making a payment via a certain channel or payment instrument. They are often used to help businesses cover expenses associated with payment acceptance.



"The speed to market we've experienced with One Inc has just been incredible! The level of cooperation and collaboration we receive on a regular basis is amazing and much appreciated. We now accomplish so much more and are excited for what we will achieve going forward."

— Heather Dunn, Senior Vice President and Chief Financial Officer, West Bend



The Digital Road Ahead for a Strong and Collaborative Partnership

West Bend eagerly anticipates the next phases of their digital payments journey, showcasing the true power of a unified platform for both inbound and outbound payments and unlocking even greater opportunities for innovation.

“Digital wallet capabilities have always been on our roadmap. It will be a joy to offer our customers the ability to seamlessly receive claim payments via the same method they pay premiums,” says Kollmansberger.