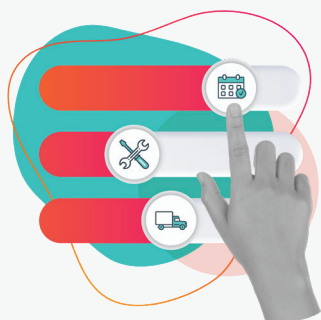


Better Insurance Compliance Yields Better Service for Whirlpool



Efficient Contracted Workforce. Total Compliance. One Platform.

In the service industry, maintaining compliance across a large network of contracted providers is critical to ensuring safe, efficient operations and protecting brand reputation. With access to a robust network of 79,000+ vetted contractors across North America in HVAC, plumbing, electrical, and more, our comprehensive compliance management approach enables organizations to scale efficiently, operate intelligently, and deliver an elevated end-customer experience.

Client Profile

Whirlpool, the largest manufacturer of home appliances in the nation, operates an active network of nearly 5,000 contracted servicing companies responsible for the installation, repair, and maintenance of residential and commercial products. This service network consists of independent companies located nationwide, providing in-home and on-premise services to Whirlpool customers.

Challenge

Managing the compliance requirements of a rapidly growing service network while ensuring customer satisfaction is a significant challenge. Each service company must provide verification of insurance coverage that meets or exceeds predetermined requirements. Without proper verification, a company is deemed inactive and cannot receive orders or file claims—directly impacting service levels and customer experience.

In early 2011, Whirlpool recognized the need for a more proactive, full-service insurance compliance management program. The goals were clear:

- Reduce lost or unprocessed certificates
- Improve data accuracy and reduce manual entry errors
- Ensure the entire service network remained compliant to maintain high service coverage and customer satisfaction

The solution

Whirlpool partnered with a compliance management provider known for its proactive, accurate, and efficient approach to managing insurance requirements. The provider oversaw the verification process from start to finish for each contracted servicing company, while also transferring more than 75,000 historical electronic documents, verifying their accuracy, and correcting data errors.

“Without insurance verification, a servicing company is no longer authorized to service Whirlpool customers, negatively impacting both customer service levels and service coverage.”

– Judith Whittmann, Whirlpool Insurance Liaison

- **Reworking the Insurance Certification and Management Process**

The compliance provider approached certificates as part of a complete system rather than a simple data entry task. This included collecting certificates, inputting data, analyzing information, identifying non-compliant companies, and providing Whirlpool with daily reports of those that did not meet standards.

- **Streamlining Communication with Insurance Agents**

The compliance team communicated directly with insurance agents to request missing information and ensure policies met Whirlpool's requirements. Once corrected, certificates were sent directly to the compliance provider as the certificate holder on Whirlpool's behalf, further streamlining the process.

Results

In under 90 days, over 75,000 insurance documents were successfully transferred and made available through a secure web application. Whirlpool saw significant improvements in compliance documentation, which translated into better service coverage and customer satisfaction:

- Non-compliant companies dropped by over 75%, with continued improvement month over month.
- Data entry turnaround times improved, with most documents processed immediately upon receipt.
- Clerical errors were greatly reduced.
- Reissuance of certificates of insurance decreased significantly.
- Insurance agents gained a clearer understanding of Whirlpool's requirements, enabling them to better guide their clients and ensure timely, accurate documentation.

"In a relatively short period of time, we've seen considerable improvement in our documentation of insurance compliance, leading to better service coverage and customer service," said Judith Wittmann, Insurance Liaison for Whirlpool.

Results



75K+

insurance documents transferred in <90 days



75%+

number of non-compliant companies was reduced 75%+



Data entry is performed immediately



clerical errors greatly reduced



reduction in the reissuance of certificates



documentation is timely and accurate

"PlusOne's aggressive approach and expert understanding of the insurance industry have led to increased efficiency in our system, which results in our service companies and, ultimately our clients, having a higher level of satisfaction and a professional experience for all parties involved."

– Judith Whittmann, Whirlpool Insurance Liaison