

DOCUMENT DELIVERY SIMPLIFIED

CASE STUDY

How DocFast® Helped Levinson & Associates Digitize and Accelerate Document Delivery



OVERVIEW

Levinson & Associates, Inc. is a national Independent Marketing Organization operating in Florida since 1972 that specializes in the distribution of competitive term life, universal life, whole life, simplified issue, annuity, and survivorship products through their field agents. The life insurance and annuities broker is a full-service marketing company equipped to assist during the entire underwriting process for all offered products, from inexpensive term to jumbo permanent or annuities. The firm's full portfolio encompasses 90 life insurance carriers and 30 annuity companies per Bill Levinson, who has served as Managing Partner of the firm for the last 25+ years. The Levinson administrative staff brings more than 200 years of combined experience in the life insurance and annuity industry, with 23 employees who service more than 22,000 new and existing agents, nationwide.

CHALLENGE

Levinson discovered significant delays in the delivery and approval of insurance documents, which was compounded by an operating system that made communication difficult between agents and carriers. Carriers printed out policies and mailed them directly to customers. This process eliminated the opportunity for agents to review the documents prior to customers receiving them. Agents and customers waited three to four weeks for policies to be issued, and even longer if mistakes needed to be corrected in the documents or if customers had questions. Consequently, agents also waited a month or longer to be paid.

When an agent finally received a signed policy or one that was still under consideration with a customer, the agent would need to send the signed or corrected documents back to the customer via overnight mail, which was considerably more expensive.

SOLUTION

Levinson selected iPipeline's **DocFast** solution to create a digital experience to simplify document delivery and approval. Now with DocFast, agents can quickly receive links from carriers to the policy paperwork and seamlessly work with carriers to correct any information. DocFast then notifies consumers that their policies are ready for review in the secure DocFast portal, where they can log in, review, ask agents questions, and approve their policies with e-signature.

It took less than a week to complete the onboarding process, with the iPipeline team providing support before, during, and after implementation. Working closely with the Levinson team, iPipeline helped to proactively identify any potential technical issues and create effective solutions. Additionally, iPipeline made it easy for the carriers in the Levinson & Associates network to onboard the DocFast solution and immediately begin using it for e-delivery of their policies and documents.

Today, iPipeline ensures Levinson & Associates continues to enjoy a seamless digital experience for their agents and customers.



RESULTS

With DocFast, Levinson & Associates reported:

- **Polices can go in force within 24-48 hours** from policy issue
- **Agents get paid 30 days faster**, on average, by the carriers
- **Reduced their policy delivery time by 14 days**, which resulted in a **5% increase** in placement ratio
- **An average savings of \$8,800** per case manager a year
- **A savings of approximately \$12,000 per year** in postage costs



Agents get paid 30 days faster, on average, by the carriers



A two-week reduction in average cycle time for approving policies



A savings of approximately \$60,000 per year in postage and labor costs

CONCLUSION

Through its partnership with iPipeline, Levinson & Associates streamlined and optimized document delivery and approval, providing more time for agents and administrative staff to focus on serving their customers and growing their business. Thanks to DocFast's e-delivery and e-signature capabilities within its secure digital environment, Levinson & Associates' customers and their families receive the coverage they need much faster.

Having implemented DocFast a few years prior to the COVID-19 pandemic, Levinson & Associates was already using it to streamline their policy delivery and approval workflows. As a result, today's agents—and carriers—are much more comfortable using digital solutions to conduct business. The trend toward digital solutions, along with DocFast's scalability, will help positively position Levinson for future growth and success.

Hear what our clients are saying

"DocFast and e-policy delivery have become our most requested tools over the past few years!"

—**Bill Levinson, Founder and Managing Partner, Levinson & Associates**

"We're very thankful for the opportunity to work with iPipeline and use DocFast to do business each day. It's the best thing we've ever done."

—**Michelle Pena, Operations Supervisor, Levinson & Associates**

Levinson & Associates is a national Independent Marketing Organization operating in Florida since 1972. iPipeline is not affiliated with Levinson & Associates. These results are not necessarily indicative of future results and may not reflect the experience of all clients.



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